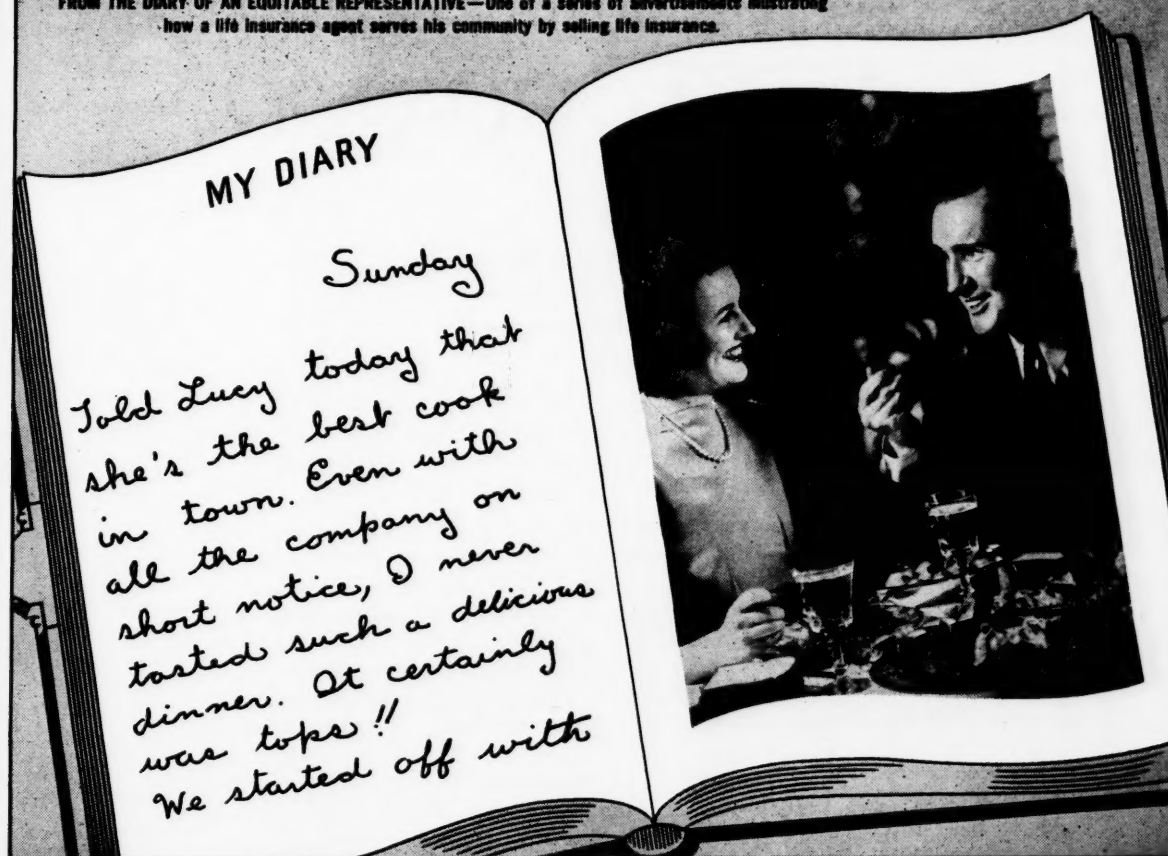


The NATIONAL UNDERWRITER

Life Insurance Edition

FROM THE DIARY OF AN EQUITABLE REPRESENTATIVE—One of a series of advertisements illustrating how a life insurance agent serves his community by selling life insurance.



Where did Stan Sheffield Get that "Five Course" Appetite?

STAN'S BEEN A CHARTER MEMBER of the Lick-the-Platter-Clean Club for the past twenty-five years.

The fact is that Stan devotes so much time to relieving other folks of their worries that he has no time to worry about himself. A fellow who spends his days like that—who's fortified with the knowledge that his job benefits not only himself, but his entire community naturally has more zest for living...and the hearty appetite that goes with it.

Just this past year, for instance, Stan saw three elderly couples retire to the dignity of independent old age—on the Equitable Society Retirement Plans

he sold them years ago. Today, after a quarter of a century as an Equitable representative, he's reaping a rich harvest of gratitude from hundreds of policy holders and beneficiaries.

Yes, Stan Sheffield's work as an Equitable Society representative is more than just a "job"—it's a good way of life. He enjoys his meals because he knows that he is doing his bit to make the world a better place to live in. He takes a deep satisfaction in his work...in the respect that is his as a member of a highly regarded profession and as a representative of an institution like The Equitable Society.

LISTEN TO "THIS IS YOUR FBI"

...official crime-prevention broadcasts from the files of the Federal Bureau of Investigation...another public-service contribution sponsored in his community by The Equitable Society Representative.

EVERY FRIDAY NIGHT • ABC Network



**THE EQUITABLE
LIFE ASSURANCE
SOCIETY
OF THE UNITED STATES**

THOMAS I. PARKINSON, President • 393 Seventh Avenue, New York 1, N.Y.

FRIDAY, AUGUST 27, 1948

\$600,000,000 In Force...

During July our "Insurance in Force" swept past the \$600,000,000 mark—a new milestone in the wonderful story of phenomenal Franklin progress under its present management. This represents a gain of almost \$60,000,000 during the first seven months of 1948.

The new \$600,000,000 figure is just one more chapter in the electric story of America's most sensationally growing life insurance company.

In the past three years our insurance account has practically doubled; since January 1, 1940 it has more than tripled. And with a continuation of the present rate of progress—which we confidently expect—the Franklin Life will proudly show at year end, a gain of nearly \$500,000,000 after nine years of present management.

The explanation? The most salable policy contracts on the market today—the kind the public wants to buy—plus a happy, prosperous agency organization in whose financial welfare we are sincerely interested. Last year our top hundred representatives averaged cash earnings in excess of \$20,000.00.



The Friendly **FRANKLIN LIFE INSURANCE COMPANY**

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over \$600,000,000.00 insurance in force

FTC Mail Order Study to Be Subject of N.A.I.C. Session

Commissioners Steering Group Schedules Chicago Parley on Federal Issue

W. Ellery Allyn of Connecticut has called a meeting of the executive committee of National Assn. of Insurance Commissioners for Chicago, Sept. 16-17 to consider the questions that have been raised from the letter and interrogatory of Edward W. Thomerson, assistant general counsel of federal trade commission, to all of the commissioners under date of Aug. 2. Mr. Allyn is chairman of the executive committee.

In calling the meeting he stated that the Thomerson letter has been discussed by Larson of Florida, N.A.I.C. president, by Knowlton of New Hampshire, chairman of the A. & H. committee, and by Mr. Allyn.

Those three commissioners, Mr. Allyn said, felt that since Congress had imposed definite responsibilities upon FTC in public law 15—just as the various states have imposed obligations upon the individual commissioners—there was a legitimate area in which N.A.I.C. could and should cooperate with FTC.

Contemplates Taking Action

FTC, he went on to say, is not only seeking information but contemplates taking action thereafter in a field which to some extent, parallels the regulatory field now occupied by the states.

Because of the importance of the matter, the officers felt that they should not undertake to act upon their own individual judgment and that the matter should be submitted to the executive committee. All commissioners are invited to attend the executive committee meeting at Chicago, which he declares will be an executive session.

Mr. Allyn emphasizes that Mr. Thomerson's letter, besides calling for much factual detail, also enters into the field of opinion by asking for comments and observations on practices which individual commissioners may regard as questionable. Mr. Allyn states that the accumulation of the detailed information which Mr. Thomerson seeks will be a time-consuming task.

Should Come Prepared

In order to discuss the matter intelligently at Chicago, Mr. Allyn states that each commissioner who attends should come prepared with as much preliminary factual information as possible. Those who cannot attend can mail the material to the secretary. The fact that a meeting of the executive committee has been scheduled should not deter the individual states from continuing their work of collecting the factual data that is sought by FTC. Mr. Allyn expresses the hope that the discussion and exchange of ideas at the meeting may be helpful to commissioners and, particularly to the newer ones in dealing with that part of Mr. Thomerson's letter which requests an expression of views.

Mr. Allyn states that this will be an excellent opportunity to use the facilities of the central office. Commissioners will be requested to send copies of

(CONTINUED ON PAGE 13)

Life Companies Augment Inflation, Bankers Say

NEW YORK—Irrked at being held up to public scorn as inflationists in the letter which President Thomas I. Parkinson is sending to Equitable Society's policyholders, bankers are retorting that the life companies are contributing to inflation in the same way that the bankers have been accused of doing—by selling government bonds to the federal reserve banks and investing the proceeds in industrial bond issues and the like at only slightly higher rates.

This "you're another" tactic on the bankers' part seems to have been set off almost entirely by Mr. Parkinson's needling. If the bankers were greatly concerned about what the life insurance companies were doing they made little fuss about it until Mr. Parkinson's letter began to go out to Equitable's two million policyholders.

The bankers do not disagree with Mr. Parkinson's statement that federal reserve support of government bond prices inflates the money supply, thereby lowering interest rates, decreasing dividends, increasing insurance costs and boosting the expense of operating the company and lowering the buying power of the dollars paid to beneficiaries. However, what has stung the bankers is Mr. Parkinson's statement that the banks hold \$65 billion of long and short term government bonds and that when the federal reserve banks buy these from the commercial banks and the banks use the proceeds to make loans or to purchase other bonds they increase the money supply. The bankers argue that the same is equally true when a life company sells its government bonds and buys corporate bonds with the proceeds.

Banking Paper Is Critical

The touchiness of the bankers on this score can be inferred from an editorial in the Aug. 17 "American Banker," daily banking newspaper. In selling government bonds and lending the proceeds at slightly higher interest rates as industrial capital life companies "contribute crazily to the inflation spiral," thereby threatening both the money and the credit of the United States and inviting "legislation by Congress that would bring their investment operations under federal government supervision and regulation," according to the editorial. The paper has previously criticized banks for doing the same thing.

"The reason that current insurance company investment tactics are inflationary is because the only market under the policy of the government, sanctioned by Congress, for such quantities of Treasury securities as the life insurance companies have been selling is the federal reserve banks," the editorial states. "When these banks buy bonds, as everyone knows, money is literally created. It is just one step this side of printing press money."

The editorial also makes the point that if investment officials refrained from selling bonds back to the government "they would automatically be rewarded by a higher general level of money rates for industry." Recalling that Canadian banks two years ago voluntarily agreed with their Canadian treasury to avoid liquidating their government bonds indiscriminately and wantonly, the editorial says that this suggests that it may be wise for the insurance companies to sit down with the U. S. Secretary of the Treasury and review their investment tactics with a view to determining the degree to which they will restrain their inflationary character.

Representatives of the federal reserve

board and of the banks have attempted to give the impression that the life companies are contributing to the inflation of the country's money supply, Mr. Parkinson stated in a release last week. The life people thought they were doing quite the opposite and have stated that the money supply has been inflated principally by the operations of the banks, he said.

Recently these bank operations that inflate the money supply have been in the form of sales of government obligations by banks to the federal reserve banks and the use of the proceeds to make other loans or investments. In this way, the banks increased the amount of deposits and therefore the money supply. For every dollar derived from such sales, deposits can be increased by about five times.

Keeps Yields Down

The result of this operation has been to provide more and more funds seeking investment and, therefore, keeping down the interest rate, and increase in prices and wages putting up expenses of operation, and a decrease in the purchasing value of the dollar. These effects operate particularly to the detriment of life policyholders. He termed this "adulteration."

Commenting on the editorial in the "American Banker," Mr. Parkinson said the inference to be drawn from the emphasis in the editorial by an untrained reader would be that the life companies have been largely responsible for inflation and low interest rates, which is certainly not true. The increase in money supply and the decrease in debt has resulted principally from the commercial banks turning the government paper into reserves which enables them not merely to substitute something else for their governments but to increase by five times the amount of that something else over and above the governments which made it possible. The other source of these inflationary funds is the purchase of gold through the banking system, which has precisely the same effect—that is, of increasing bank deposits and the money supply, not merely by the price of gold but by reserves that enable the banks to increase the money supply by five times the price of the gold purchased.

Little Decline in Holdings

He points out that while the money supply has increased by \$20 billion, life company holdings of government bonds declined from \$19.8 billion at the end of 1945 to \$18.3 billion at the end of April, 1948. In the same time life company assets increased approximately \$7½ billion. These figures indicate that life company investments have been made and are being made principally out of new money, the savings of policyholders, and that whatever contribution life insurance sales of governments has made to the expanding money supply, it is indirect and comparatively unimportant.

He said that the time has come for the Treasury to abandon its penny-wise, pound-foolish emphasis on low interest rates and let government bonds, in so far as they are marketable, go where they belong. The whole situation, in so far as the monetary problems are involved, is due to the Treasury's insistence on maintaining the low interest rate, to the Treasury's control of federal reserve board policy, and to the desire to accomplish for the people a small saving in interest burden at a tremen-

(CONTINUED ON PAGE 15)

Program Given for N.A.L.U. Managers, Two Women's Groups

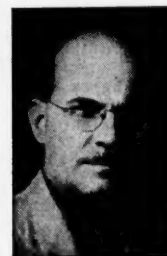
Zimmerman to Address Agency Heads Luncheon at St. Louis Convention

The National Assn. of Life Underwriters has released the programs for

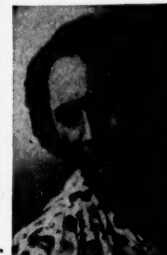
the general agents and managers committee, the women's Quarter Million Dollar Round Table, and the women agents' sessions to be held in connection with the N.A.L.U. convention in St. Louis.

The general agents and managers session, with Bert A. Hedges, Business Men's As-

surance, Wichita, chairman, presiding, will open with a luncheon at the Jefferson hotel on Thursday, Sept. 16. Charles J. Zimmerman, associate managing director of L. I. A. M. A., will be the keynote speaker. He will talk on "Responsibilities of Management." During the luncheon the presentation of the award for the best article that



Bert A. Hedges



Eunice Bush



Elsie Doyle

has been contributed to the "Manager's Magazine" during the year will be made.

The formal afternoon program will include four discussion panels and will be held in the Kiel auditorium, located a few blocks from the Jefferson. Mr. Hedges will preside and make his report as chairman. The topics of the four panel discussions, and those who will participate in them follow:

Topics Are Listed

Cooperative research projects in agency management: Charles W. Campbell, Prudential, Newark; Osborne Bethea, Penn Mutual, New York City, and Dr. S. Rains Wallace, Jr., director of research L. I. A. M. A.

The Dallas and Indianapolis plans for round table series in agency management: R. Barney Shields, Great National, Dallas; O. Sam Cummings, Kansas City Life, Dallas, and Paul Speicher, president of R. & R.

Campus training for agents: A. R. Jaqua, Southern Methodist University, and Daniel P. Cahill, Purdue University.

Proposals for more effective organization of agency management activities, locally and nationally: Walter R. Hoeflin, Pacific Mutual, Seattle; William E.

(CONTINUED ON PAGE 14)

How 25 Cities Stand on Home Insurer Totals

THE NATIONAL UNDERWRITER has completed a compilation that shows the grading of the first 25 cities in point of premiums received in 1947 by insurers of all types that are domiciled in those cities. A similar study was printed during October, 1946, based upon 1945 results. Where the executive offices are located determined in this compilation the city that is credited with premiums for a particular company in the event that the company has a nominal head office elsewhere.

In the figures below the accident and health includes the writings of purely A. & H. companies and the A. & H. business of life companies, but not the A. & H. business of multiple line casualty companies.

Hospitalization includes Blue Cross and other insurers writing hospitalization only.

Show Change in Rank

In the following table, after the name of each city, the first figure that appears is its ranking, based upon 1947 premiums and the second figure is its ranking based upon 1945 figures.

The ranking of the first 10 cities on 1947 results is the same as on 1945 results. Farther down the line there have been some interesting shifts, some of which are attributable to the increase in hospitalization business.

Des Moines now stands in 11th place instead of 13th two years ago. Springfield, Mass., is in 12th place instead of 11th. Omaha has advanced from 14 to 13 while Cincinnati dropped from 12 to 14. Detroit now stands No. 15 as against 19 in the earlier compilation and St. Paul went up from 21 to 16. Dallas remains in 17th place.

Kansas City dropped from 16 to 18. St. Louis from 18 to 19. Columbus went up from 22nd to 20th and Nashville dropped from 15th to 21st.

Bloomington, Ill., is a newcomer in the big 25 insurance cities, standing in 22nd position, its eminence being due to the very great increase in automobile premiums of State Farm Mutual Automobile. Indianapolis remains in 23rd position. Providence remains 24th and Pittsburgh brings up the list in the 25th spot. It was No. 20 in the earlier table.

NEW YORK CITY—1—1

Stock Fire	891,176,118
Mutual Fire	18,228,114
Stock Casualty	392,679,778
Mutual Casualty	82,049,663
Reciprocal	4,132,135
Accident & Health	109,193,378
Hospitalization	34,622,289
Life	2,135,385,959
Fraternal	5,163,129

Total 3,672,630,563

NEWARK—2—2

Stock Fire	102,740,788
Stock Casualty	34,433,654
Mutual Casualty	2,465,812
Accident & Health	17,588,393
Hospitalization	9,584,105
Life	1,051,217,191

Total 1,218,029,943

HARTFORD—3—3

Stock Fire	293,956,178
Mutual Fire	566,097
Stock Casualty	361,626,067
Accident & Health	14,905,059
Life	498,612,477

Total 1,169,665,876

BOSTON—4—4

Stock Fire	27,140,528
Mutual Fire	40,368,974
Stock Casualty	87,934,853
Mutual Casualty	156,827,210
Accident & Health	24,900,793

Hospitalization	20,006,669
Life	457,941,204
Fraternal	3,191,473

Total 818,311,704

PHILADELPHIA—5—5

Stock Fire	139,112,751
Mutual Fire	7,885,089
Stock Casualty	102,260,415
Mutual Casualty	1,580,329
Accident & Health	4,252,542
Hospitalization	9,104,534
Life	164,172,426
Fraternal	2,591,669

Total 430,958,755

CHICAGO—6—6

Stock Fire	13,242,844
Mutual Fire	5,063,622
Stock Casualty	118,135,213
Mutual Casualty	71,508,588
Reciprocal	23,201,278
Accident & Health	48,273,539
Hospitalization	17,221,320
Life	67,248,360
Fraternal	17,741,229

Total 381,635,993

MILWAUKEE—7—7

Stock Fire	9,137,543
Mutual Fire	2,308,255
Stock Casualty	2,661,180
Mutual Casualty	3,655,289
Accident & Health	3,200,422
Hospitalization	4,628,244
Life	211,546,890
Fraternal	1,339,996

Total 238,477,819

BALTIMORE—8—8

Stock Fire	26,678,532
Mutual Fire	216,170
Stock Casualty	139,267,407
Accident & Health	1,296,275
Hospitalization	3,715,571
Life	33,439,822

LOS ANGELES—9—9

Stock Fire	800,785
Mutual Fire	116,527
Stock Casualty	58,734,810
Reciprocal	42,727,993
Accident & Health	20,521,546
Hospitalization	3,932,238
Life	70,558,243

Total 197,392,142

SAN FRANCISCO—10—10

Stock Fire	82,380,087
Stock Casualty	53,513,911
Reciprocal	20,190,916
Accident & Health	1,283,291
Life	5,727,675
Fraternal	159,277

Total 163,255,157

DES MOINES—11—13

Stock Fire	5,067,956
Mutual Fire	15,028,891
Stock Casualty	3,533,071
Mutual Casualty	22,963,690
Reciprocal	4,094,663
Accident & Health	5,484,542
Hospitalization	3,916,923
Life	86,591,884
Fraternal	986,246

Total 147,667,866

SPRINGFIELD, MASS.—12—11

Stock Fire	38,557,377
Mutual Fire	24,958
Stock Casualty	1,675,444

Accident & Health	7,174,125
Life	92,779,640
Total	140,111,944

OMAHA—13—14

Stock Fire	2,003,897
Stock Casualty	1,365,718
Accident & Health	84,040,760
Hospitalization	653,861
Life	31,125,375
Fraternal	15,896,789

Total 135,086,420

CINCINNATI—14—12

Stock Fire	5,973,206
Mutual Fire	180,861
Stock Casualty	2,461,623
Accident & Health	3,857,367
Hospitalization	5,624,215
Life	107,142,231
Fraternal	361,352

Total 125,800,855

DETROIT—15—19

Stock Fire	1,939,088
Mutual Fire	138,110
Stock Casualty	43,515,099
Mutual Casualty	15,349,373
Reciprocal	13,455,502
Accident & Health	4,937,319
Hospitalization	25,058,438
Life	1,940,147
Fraternal	9,631,314

Total 115,964,390

ST. PAUL—16—21

Stock Fire	47,297,405
Mutual Fire	877,937
Stock Casualty	27,504,692
Mutual Casualty	1,662,488
Accident & Health	130,286
Hospitalization	7,096,212
Life	14,735,500
Fraternal	2,095,590

Total 101,400,110

DALLAS—17—17

Stock Fire	19,227,026
Mutual Fire	88,502
Stock Casualty	16,623,561
Mutual Casualty	10,069,512
Reciprocal	78,505
Accident & Health	3,262,513
Hospitalization	2,143,385
Life	47,219,708
Fraternal	1,640,325

Total 100,353,237

KANSAS CITY—18—16

Stock Fire	3,020,763
Mutual Fire	1,481,432
Stock Casualty	31,121,868
Mutual Casualty	2,273,339
Reciprocal	15,051,442
Accident & Health	11,113,504
Hospitalization	1,500,941
Life	33,624,629

Total 99,187,918

ST. LOUIS—19—18

Stock Fire	6,952,270
Stock Casualty	42,363,898
Mutual Casualty	207,462
Reciprocal	3,089,788
Accident & Health	6,723,681
Hospitalization	6,458,810
Life	26,167,805
Fraternal	1,737,091

Total 93,700,805

COLUMBUS—20—22

Stock Fire	1,966,411
Mutual Fire	3,908,970
Stock Casualty	7,427,750
Mutual Casualty	43,971,950
Accident & Health	3,368,130
Hospitalization	3,183,971
Life	23,253,055
Fraternal	2,378,646

Total 89,458,883

(CONTINUED ON PAGE 16)



FIRST THINGS FIRST

An insurance salesman's specific aim is to sell insurance, but a professional life underwriter puts first things first.

Since the work of an underwriter is so vital to the lives of practically every man and his family, his attitude should be as professional as that of a doctor or lawyer. *The individual problems of the prospect and their proper solution comes first*—the sale of a policy second. Commonwealth's amazing growth record has been made by professional life underwriters—men who realize that Life Insurance is the answer to man's most important financial problems — men who put first things first.

Insurance in Force—June 30, 1948—\$367,237,298.

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE

Increased Pressures Make Pensions Boom a Certainty

See NLRB-Born Lull in Large Cases as Only Temporary

Most employe benefit consultants feel that government and union pressures will be such during the next few years that, regardless of the attitude of employers, a great many pensions and insurance plans for employes will be installed. Couple this with the undoubted fact that many employers have reached the stage where they would consider retirement and insurance for their employes as a necessity, whether there were an NLRB or unions, and you know the reason why insurance people consider long range prospects excellent, barring an unforeseen depression.

Unions are just beginning to push for pensions, but will get increasingly serious in a later round. The temporary effects of the NLRB decisions that pensions and group insurance are subject to collective bargaining have been many-sided. In one sense, they have stimulated the interest of employers in pensions and group plans. There have been more requests from employers for information and for proposals than ever before. Not too many of these requests have materialized into sales as yet, but it is obvious that a certain number of them will. The tendency of a number of employers, whether having union difficulty or not, is to want to take the initiative and gain the credit for installing pensions and group plans before being forced into it. This is particularly true in the case of smaller concerns.

Larger concerns employing many different unions have been so numbed by the implications of the NLRB rulings that they are inclined to put off any consideration of pensions until they have to. They are faced with the staggering complexity of working out pension provisions with the representatives of many unions and do not want to get into the muddle until they have to.

Ripening Is Inevitable

But the insurance people are patient and see that instances where there is now just a request for information, or where the employer is waiting for the Supreme Court decision on the NLRB pension ruling, or where the unions are just beginning to put through demands for pensions, will in the future inevitably result in installation of pensions and group insurance until almost every enterprise in the country has provided for the retirement and protection of its employes.

The new interest in pensions and the optimism of the insurance people about prospects in this field seems to be founded upon more solid bedrock than the wartime interest mainly founded upon tax advantages to be gained.

The insurance people point out that the employer who will install benefits himself, will get more realistic terms and the credit which private enterprise needs. Installation of adequate employee benefits is a trend which cannot be checked.

Sisk Wins Bankers Trophy

John M. Sisk, supervisor, of Bankers Life of Iowa, Milwaukee, has won the company trophy for individual production leadership during president's month with more than \$150,000 for the month.

Wants Life Companies to Expand in A. & H. Field

Life companies should make themselves a far larger factor in the A. & H. field if the business is to avoid socialization not only of A. & H. insurance but large segments of life insurance as well, according to Bert A. Hedges, manager Business Men's Assurance, Wichita. Mr. Hedges is chairman of the general agents and managers section and of the public relations committee of the National Assn. of Life Underwriters.

Mr. Hedges points out that while the National Assn. of A. & H. Underwriters has grown stronger, too much of the A. & H. coverage is still sold over the counter by general insurance men who know little about it and there are still too many restricted policies sold to gullible public by radio and by mail in states where the companies are not licensed.

"The National association needs further leadership and greatly increased membership," he said. "The companies must recognize the need for specialized training in this field. Greater support must be given to programs of institutional training such as have been developed at Purdue and in a few other colleges."

Two Other Essential Steps

Mr. Hedges feels that there are two other essential steps: first, more of the well managed life companies must develop A. & H. departments so that this important protection can be distributed through career agents who are also trained to give dependable counsel on disability insurance. Secondly, companies now offering some form of disability insurance on a limited basis must liberalize their contracts and must give serious consideration to eliminating all policies which may easily be misinter-

preted by ill-trained agents as well as by the public. Agents selling any form of A. & H. must be at least as well trained as the average life agent.

Such a development cannot come suddenly, Mr. Hedges concedes, but in the meantime life agents and disability agents should at once begin acting as a team. There are already a good many in the National Assn. of Life Underwriters who are also in the disability field. Yet because the majority of N.A.L.U. members do not sell A. & H. the subject is very rarely mentioned in any local state or national life underwriters program.

Suggests Specific Program

Much can be done at all levels with little or no change of policy, Mr. Hedges believes. He suggests the following steps:

1. Each life underwriters' association should have one or two programs a year and might even sponsor clinics to bring out the function of disability insurance in a man's program of protection.

2. Managers or general agents of single line companies might well exchange pulpits in their respective agency meetings. Amicable arrangements for brokering A. & H. insurance could be made.

3. General agents, managers and companies not handling disability insurance should at least cease to condemn it as a nuisance and might well authorize their agents to serve their clients better in this field through approved brokerage connections. Since Mr. Hedges' own company does not accept brokerage business, he has no personal ax to grind in this, he observes.

4. A joint committee or advisory council should be set up at national levels to study this problem at length and

(CONTINUED ON PAGE 16)

A.L.C. Lists Three Speakers, Agency Section Program

W. C. Mullendore, Cal.

Utilities Executive, to Address Chicago Gathering

William C. Mullendore, for many years closely associated with the relief activities of former President Herbert Hoover, and since 1945 president of the Southern California Edison Co., will be among the speakers at the annual meeting of the American Life Convention at the Edgewater Beach hotel, Chicago, Oct. 4-7. Mr. Mullendore, who is known as a speaker and writer on economic and governmental subjects, will speak on "Apathetic Trusteeship."

Among the other speakers will be S. Kendrick Guernsey, vice-president Gulf Life; and Harold Vagtborg, president Southwest Research Institute, San Antonio. Mr. Guernsey's subject will be "Service Is My Business." Mr. Vagtborg will have as his title, "More and More from Less and Less."

Complete Agency Section

The program for the meeting of the Agency Section, which will be held the afternoon of Oct. 5, has been completed by Charles H. Heyl, chairman, who is agency vice-president of Bankers Life of Nebraska.

J. Harry Wood, executive vice-president Paul Revere Life, will discuss "What Training Really Means and How to Get the Most Out of It."

J. A. McAllister, assistant general manager and director of agencies of Sun Life of Canada, will speak on "Agents' Survival—Today's Challenge to Management."

Robert E. Murphy, vice-president and manager of agencies California-Western States Life, will discuss "What Does Your Agency Plant Cost?"

Victor A. Lutnicki, associate general counsel John Hancock, will review the current status of agents under the federal old age and survivors insurance program.

Closing the section's program, John A. Stevenson, president Penn Mutual Life, will speak on "Changing Patterns in Agency Leadership."

Reservations for the Convention's annual meeting are coming in at an unprecedented rate, indicating a heavy registration this year. The program committee expects to announce further details as to speakers and their subjects within a few days.

Institute Says One-Tenth of Insurance Is Paid Up

The Institute of Life Insurance has determined that one-tenth of all ordinary and industrial life insurance in force in U. S. companies is paid up. This includes \$14,640,000,000 paid up in 22 million policies. Ordinary policies paid up at the start of the year amounted to \$11,250,000,000 in six million policies, averaging \$1,900 per policy. Industrial policies average \$210 for 16 million policies representing \$3,390,000,000 worth of protection.

Va. Deposits Increased

Under an order of Virginia corporation commission, deposits required of all classes of insurers have been increased. Life companies must now deposit from \$10,000 to \$50,000, depending on the amount of insurance in force, with additional deposits for A. & H.

New Trades

In looking for new trades, crafts and professions as possible sources for prospects to whom life insurance might be sold, underwriters sometimes run across businesses new to them which may be good sources for recruits to build up an agency staff of salesmen. This may be particularly true of businesses that were born of the necessities of war and are now either reduced to more normal proportions or disappearing entirely.

For example, the production of an aircraft company may now be much below its war-time level. Consequently, some of its craftsmen and administrators must go into other businesses. Others that may be past their period of high potency are training officers in the Veterans Administration and sales negotiators for War Assets Administration who no longer have war assets to sell. Many other types of work thin out during peacetimes and men are looking for new directions in which to bend their energies.

One wonders what happened to all the men who during war time were specializing in meteorological duties.

• • •

THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Ordinary Slips 2% in July, Industrial Even, Group Up 9%

Purchases of ordinary life insurance in this country during July were 2% below a year ago while industrial business remained at the same level and group sales were 9% ahead of July, 1947. Over-all life insurance purchases in the United States, according to Life Insurance Agency Management Assn., were a little above last July and 5% below the aggregate for July, 1946. Total purchases in July were \$1,861,759,000 compared to \$1,856,682,000 in July of last year and \$1,952,159,000 in July, 1946. Ordinary purchases were \$1,183,568,000 which is 12% below the total for July, 1946. Industrial purchases were \$318,758,000, 2% below two years ago. Group life purchases of \$359,433,000 were 26% above the figure for July, 1946. These purchases represent new groups set up and do not include additions of personnel under group contracts already in force.

Purchases for the first seven months were \$12,598,015,000, almost identical with the first seven months of 1947 and 1% over the corresponding period of

1946. Ordinary life purchases were about even with last year as were industrial purchases while group life purchases decreased 1% as compared with the first seven months of last year.

Trend Is Toward State Disability Plans: Hoffman

Harold G. Hoffman, executive director of the New Jersey unemployment compensation commission, said in a discussion of social insurance at Sacramento that there is a definite trend in the United States toward adoption at the state level of statutory non-occupational disability insurance plans. He spoke at a luncheon meeting which took up probabilities of development of special insurance on the state level as contrasted with a uniform system through the federal government.

Besides Mr. Hoffman, who was in California conferring on the operation of the California system, others at the meeting were William Conklin and William Dettig of the New Jersey commission who will administer the New Jersey plan; Dr. Nathan Sinai of the University of Michigan; James G. Bryant, chairman, and T. H. Mugford, vice-chairman of the California commission; H. Harold Leavey, vice-president and general counsel of California-Western State Life; L. B. Groezinger, San Francisco legislative representative of Life Insurance Assn. of America; Frank T. Curran of Loyalty Group.

Mr. Leavey announced that California-Western States is applying for admission to do a life and disability business in New Jersey. The company is the largest writer of voluntary plans under the California disability act.

Three Million Annuities Top Number in 1942 by 65%

There are three million annuities now owned, with U. S. companies representing one billion dollars of annual income, the Institute of Life Insurance reports. It is believed that this year's annuity income payments will exceed last year's \$220 million total. Total funds set aside by annuitants stood at more than seven billion dollars at the start of this year. Annuities today are 65% greater in number and 50% greater in aggregate income payable than they were at the beginning of 1942. Group annuities have more than doubled since 1941. There are now 2,000 firms which cover two million workers for aggregate annual income of \$372 million.

Almanac Off Press

Volume II of the 1948 edition of the Insurance Almanac, published by the Underwriter Printing & Publishing Co., 116 John street, New York, is now being distributed to subscribers. Volume I, "Who's Who in Insurance," which contains brief sketches of the insurance careers of hundreds of insurance men, also the death roll of 1947, was published in February and has already been distributed.

Volume II is a 912-page book, replete with information of value to insurance men. It contains handy information of the officers and directors of all classes of companies, insurance department officials, associations of underwriters, insurance groups, brokers regulatory laws, resident agent laws, new companies, companies that have retired, official changes, and accurate statistics throughout.

Each volume sells for \$5, or if purchased together, both for \$8.

To Be Pasadena G. A.

Manhattan Life has appointed R. D. Longmire general agent at Pasadena, Cal. He has had 20 years in insurance, most of it with Woodmen of the World. Beginning with them in 1930 as a district sales manager in Denver, in 1940 he was made sales supervisor, and in 1944 national secretary.

Anti-Trust Suit Attacks Arkansas All-Industry Law

The case of North Little Rock Transportation Co. vs. the National Bureau of Casualty Underwriters and others, filed Aug. 17 in U. S. district court at Little Rock, is being watched with interest by the life companies. This is an anti-trust action and calls into question the constitutionality of the insurance legislation passed by the Arkansas legislature last year, which is the all-industry type of law.

The civil action was brought by a taxicab company, which objected to the higher rate it was required to pay when it was placed in the assigned risk plan and had its rates increased due to bad experience. It charges that Aetna Casualty, to which company it was assigned when its previous insurer, Casualty Reciprocal Exchange, would no longer write its public liability insurance, through the National Bureau and others secured information on its experience and increased the rates in such a way as to constitute a combination in restraint of trade.

Asks Damages, Injunction

The taxicab company asks the court for damages of \$5,377, an injunction against the alleged conspiracy and also an injunction to prevent Aetna Casualty from canceling its policy while the litigation is in process.

More importantly, the complaint charges that the Arkansas law regulating rates, act 116, laws 1947, based on the all-industry model, violates the Sherman act "to the extent that it purports to justify the conduct of the defendants . . . and to give to the defendant the color of legality. . . ."

An answer to the complaint is due early in September, but the attorney for the National Bureau, Edward Wright of Little Rock, has asked a 90-day extension.

United States Life recorded a gain in new A. & H. business in the first six months of 1948 almost double the corresponding period last year. The company attributes the increase largely to public appreciation of the need for disability insurance, in view of the steadily rising cost of medical and hospital expenses.

First Six Months' Results Given

	New Bus. 1948	New Bus. 1947	1948 Inc. in Force	1947 Inc. in Force
Country Life	20,113,370	23,104,781	15,255,965	19,160,078
Commonwealth Life	37,760,626	32,202,551	19,234,715	15,981,531
*Manufacturers Life	72,616,192	76,916,141	43,010,818	63,647,107
Security Mutual Life	18,907,230	16,222,045	13,137,628	11,801,625
State Mutual Life	71,045,601	65,218,939	52,473,085	48,106,862

*Figures incorrect in earlier issue. †Business in force was decreased by approximately \$48 million Jan. 1, 1948, due to revaluation of business in foreign currencies.

Everett Ordinary Agencies Chief for Prudential in West

Ardell T. Everett has been appointed superintendent of ordinary agencies in



A. T. Everett

Prudential's western home office in Los Angeles. He has been with Prudential since 1946, when he was appointed manager of a newly created Houston agency.

He has served as president of the Houston General Agents & Managers Assn. and as director of the Houston Life Underwriters. During the war he served as a naval officer. He is a graduate of University of Denver.

Mr. Everett joined Phoenix Mutual in Boston in 1936. In 1940 he became its first Texas agent, at Dallas. He later became manager at Houston. After a period as state manager with headquarters in Dallas he became home office field supervisor working chiefly in the midwest.

Field Workers Forum to Be Conducted at Cleveland

The Ohio Fraternal Congress will sponsor its first annual Fraternal Field Workers Forum Oct. 7 at Hotel Cleveland. Following a luncheon there will be afternoon and evening sessions. The next two days the congress will meet.

A program well adapted to needs of field workers has been planned. Harry H. Hough, field superintendent Gleaner Life, Detroit, will speak on "The Training and Education of the Fraternal Field Worker"; John E. Little, field manager of Maccabees, Detroit, and secretary of the Fraternal Field Managers Assn., on "The Sales Process in Life Underwriting."

D. M. Phipps, New England Mutual, president Cleveland Life Underwriters Assn., will address a luncheon meeting on "Do's and Don'ts for the Life Underwriter Because of the New Tax Laws." At an evening session a film, "The Fortunate Family," produced by Aid Assn. for Lutherans, will be shown.



SEPTEMBER MANAGEMENT PLANS SERVICE, WHICH THOUSANDS OF AGENCY HEADS IN ALL PARTS OF THE COUNTRY FIND OF TREMENDOUS HELP IN AGENCY MANAGEMENT WORK, WILL CARRY A SPECIAL STUDY ON THE RAPIDLY EXPANDING JUVENILE MARKET.

"LIFE INSURANCE AS A BASIC INVESTMENT FOR BOYS AND GIRLS"—a "how to sell" in this market for the agent—PLUS a powerful prospect booklet, "FIVE FATHERS AND FIVE SONS," will be a part of our September Management Plans Service. We believe these two features, alone, will cause every R & R Service member to feel well repaid for the full year's membership fee.

A POST CARD OR LETTER REQUEST WILL BRING YOU THE INTERESTING STORY OF HOW R & R MANAGEMENT PLANS SERVICE CAN HELP YOU LEAD YOUR AGENCY TO GREATER ACHIEVEMENTS.



PAUL SPEICHER
Managing Editor

**THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS**

THREE BASIC PERSONAL COVERAGES FOR YOUR CLIENTS

1. All standard forms of Life (ages 0 to 60)
2. NON-CANCELLABLE Health & Accident (ages 16 to 50)
3. NON-CANCELLABLE Hospitalization (Individual or Family—ages 3 mo. to 55)
 - a. Medical Attendance Indemnity Rider
 - b. Surgical Indemnity Rider

Liberal 1st & 2nd year commissions, plus 8 regular renewals, lifetime service fee, Social Security and Guaranteed Retirement Pension Plan.

Openings in North Dakota, Montana, Wyoming, Oregon, South Dakota, Idaho, Iowa and Utah for General Agents and Agents.

PIONEER MUTUAL LIFE INSURANCE COMPANY

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Metropolitan Life Builds Reservoir of Management

The management training course of Metropolitan Life's coordination division will begin its 1948-49 season on Oct. 1. This specialized training in management was inaugurated some years ago to provide a reservoir of potential management personnel for the coordination division, and more recently has been enlarged to include personnel selected by other interested divisions from their respective staffs. At the end of the course, each trainee returns to the division from which he came.

Enrolled in the course this fall will be about 20 young men. Ten of these have been recruited from leading graduate schools of business administration or engineering, the balance being selected from present company personnel. Each participant in the course spends the first 12 months in an intensive formal program and the new recruits are then further seasoned through management methods and procedure work in the company's coordination division. At the end of this experience, aptitudes and capabilities will have been reasonably well demonstrated, enabling permanent placement to be made.

Not Restricted to Trainees

The management training program is not restricted to trainees selected for the formalized course. For example, the formal course includes lectures by management experts from outside the company to which Metropolitan's management personnel is invited. There have been as many as 225 at some of these lectures. In addition, short courses on specialized management subjects included in the course are given upon request for middle management personnel at the home office.

The formal trainee course is planned to give each graduate of the school a basic understanding of the principles and economic significance of life insurance, together with the history, general operating policies, and organization of the company. It includes instruction in techniques for evaluating operating methods and procedures, and for budgetary and cost control as these are applied in the company. In addition, the course aims to develop: a knowledge of the importance of supervisory personnel relations to effective management; an understanding of the importance in the major phases of management of the company's relations with its policyholders and the public; and finally, the ability to sell "ideas."

All Training Methods Used

To accomplish these objectives, a variety of recognized training methods is employed, each selected with a view to effective presentation of the particular subject matter. These include the previously mentioned lectures on broad management subjects and trends, led by experienced management men from both within and outside of the company. Group conferences are utilized to develop, through discussion, a better understanding of the lecture material. There is also classroom instruction in such specialized phases of management as work simplification, procedure analysis, work standards, and cost control. Other training methods employed include assigned reading of management and life insurance texts, pamphlets and other articles, and also material regarding the company; visits and tours to various units of the home office, to district offices, and to selected corporations, and visual aids in the form of motion pictures, slides, films, and exhibits.

Management candidates spend a minimum of 389 hours at lectures, 156 hours in conferences, 240 hours attending required courses, and 900 hours of on-the-job training in the practical application of management techniques. They also read 30 or more required texts. The candidates are required to

pass a formal examination on the principles of life insurance, submit written outlines of lecture material, and prepare research reports on various management subjects.

Trainees Constantly Appraised

During the entire course constant appraisals and cumulative evaluation of the abilities and progress of each trainee are made by instructors in the course and supervisors under whom trainees receive on-the-job instruction. Each trainee is interviewed bi-weekly by the manager of the training program to determine his understanding of the practical application of management techniques. Eventual job assignments are based on the aptitude and proficiency the trainee has shown for a particular type of work at the end of his year of training.

U. S. Chamber Insurance Group Has Full Schedule

The agenda has been completed for the meeting of the insurance committee of U. S. Chamber of Commerce at Waldorf-Astoria hotel, New York, Sept. 9. Joseph F. Matthai, U. S. Fidelity & Guaranty, will open the session and Clem D. Johnston, deputy director of office of civilian defense planning, will give an off-the-record talk on planning for civilian defense in the event of war. A. L. Kirkpatrick will report as manager.

There will be a period devoted to recent developments and the future outlook in the realm of compulsory health insurance. This will include a report by R. A. Hohaus of Metropolitan Life, chairman of the A. & H. committee, and there will be a presentation of the chamber's survey of health, hospitalization and medical care insurance carried in private companies during 1947.

John A. Diemand of North America will report as chairman of the hemispheric insurance conference committee. He will tell what is planned for the second hemispheric conference at Mexico City Oct. 25-30.

Ralph H. Blanchard of Columbia University will report on the dictionary of insurance words and terms that is now in process of being compiled.

Farm Bureau Leaders Set for European Trip

Fourteen representatives of the Farm Bureau insurance companies of Ohio will sail from New York Sept. 14 for a five-week tour of Europe. Plans for the trip are in charge of Bowman Doss, agency vice-president.

Making the tour are Howard Hutchinson and H. P. Dickerson, Columbus; John H. Hodson, Montpelier, O.; Frank Cooperrider, Glenford, O.; Adolph Di Cresce, Akron; Cary N. Karnes, Troy, O.; C. W. Bost, Jr., Concord, N. C.; S. Boyd Morris, Espyville, Pa.; Harrison S. Nolt, Columbia, Pa.; Robert L. Arnold, Camp Hill, Pa.; Marcus Ackerman, Alton Park, Pa.; J. E. Lalor, Hamden, Conn.; G. Y. Neal, Huntington, W. Va.; and Clifford H. Hunter, Scipio Center, N. Y.

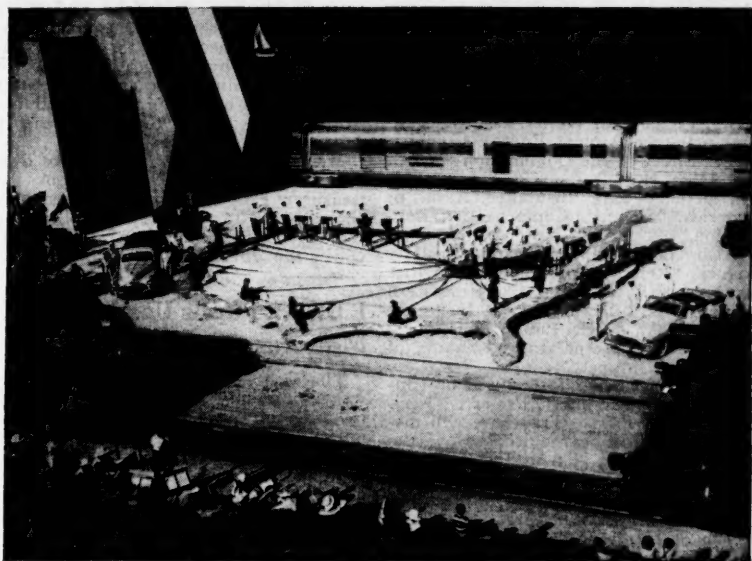
The party will visit England, Scotland, France, Denmark, Sweden and Norway, returning to the U. S. Oct. 21 on the Queen Elizabeth.

Objectives of the tour, Mr. Doss said, are to study European insurance operations, investigate the effect of national health plans, observe cooperative developments, and study general economic, social and political conditions.

Manufacturers in D. C.

Manufacturers Life has been licensed in the District of Columbia. It is licensed in 11 states, District of Columbia, and Hawaii.

Chicago is a Great City



When you're in Chicago
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RAILROAD FAIR

This mammoth show, extending for a mile along the lake front at 22nd Street, is the biggest thing since the Chicago World's Fair. During the first two weeks alone more than a million persons toured the 50 acres of exhibits. They inspected the hundred year old "Stourbridge Lion", America's first steam locomotive, and her modern prototype, the famed luxury land-liner "Train of Tomorrow". They saw themselves in television, rode the miniature "Deadwood Central" narrow-gauge, tramped through New Orleans' "Vieux Carre", watched Old Faithful spout every hour on the hour, and enjoy a continuous rodeo show.

Four times each day the giant pageant, "Wheels A-Rolling", thrills and amazes capacity crowds. Presented on a 450-foot outdoor stage, with Lake Michigan as a backdrop, some 220 actors, 800 period costumes, and hundreds of pieces of antique and modern railroad equipment make up a show that "lays 'em in the aisles". The Railroad Fair costs little to see, offers a lot, and is open daily through September 30th.

Come and see us too!

Our Company is an old-line legal reserve life insurance company, specializing in Accident and Health contracts and serving more than a million policyholders. Maybe we can add something to our visitors' knowledge of this business; maybe they can do the same for us. Anyway, you can find us on the job from 8:30 to 5, Monday through Friday, and it's always open house here.



BANKERS LIFE & CASUALTY CO.

John D. MacArthur, President
Kenneth at Lawrence Avenue, Chicago 30, Illinois
"Chicago's First Insurance Company"—Established 1879

A. & H. Bureau Speakers Listed

Speakers for the annual meeting of Bureau of A. & H. Underwriters at Cavalier Hotel, Virginia Beach, Oct. 11-13, are Commissioner Bowles of Virginia, welcome; Commissioner Knowlton of New Hampshire, "The Place of Industry in Shaping the Regulatory Pattern"; Fletcher C. Waller, assistant general manager Atomic Energy Commission, "Effect of the Commission's Work on A. & H. Insurance"; Albert Pike, Jr., actuary Life Insurance Assn. of America, "Sickness Compensation Legislation."

Also, Jack Cuthbert, national safety council, "Relations of Council Activities to A. & H."; Wallace Clapp, Eastern Underwriter, "Relation of the Insurance Press to A. & H. Public Relations"; Logan Bidle, Aetna Life, "Future of A. & H. Insurance."

The underwriting forum will be conducted by G. S. Parker, Preferred Accident. R. A. Payne, Travelers, will discuss policy drafting requirements in the immediate future, and M. J. Thompson, Standard Accident, will discuss home office and field procedures.

Sonderegger New Wis. Commissioner

MADISON, WIS.—State Treasurer John Sonderegger has been named by Governor Rennebohm as acting commissioner of insurance to fill the vacancy caused by the death of Morvin Duel. Succeeding him as acting state treasurer will be Clyde Johnson, administrative assistant in the state treasury department.

Mr. Sonderegger expects to take over as soon as an audit of his books as treasurer can be completed, probably about Sept. 15. He is controller and secretary of Rennebohm Drug Co., which the governor heads.

L.U.T.C. Pupils Use Five Manuals, Two Case Books

The first section of the Life Underwriter Training Council course which is to be given in 45 communities this fall will consist of five manuals and two case books with some text material written especially for the course and other parts selected from company man-

uals and the material insurance publishers have put out.

The manual titles are: "Your Product-Analytical Underwriting," "Your Customers—Why People Buy Life Insurance," "Your Presentation—The Sales Process," "Your Job—You as a Business Man," "Your Market—Where and How to Find the Buyer."

Major credit for the section 1 goes to the content and techniques committee, headed by Benjamin N. Woodson, executive vice-president of Commonwealth Life. Students and instructors in the L.U.T.C. pilot classes made many suggestions.

L.U.T.C. cites the following organizations for notable contributions: Northwestern National Life, Mutual Benefit Life, The National Underwriter Co., Insurance Research & Review and Life Insurance Agency Management Assn.

B.M.A. Employees Honored

Officers of Business Men's Assurance were hosts to 38 home office employees who have recently passed L.O.M.A. examinations and who offered award-winning suggestions to the company. Bonus checks totaling \$1,005 were given to those present. Highest honors went to Owen Richmond, Frances Allshouse and Ellen Dodd who passed their examinations cum laude. Others who were honored were Dorothy Harris and Rosemary Delap, who served as instructors in the course; Lawrence Leupold and Will Mullins.

Among the officials who spoke to the group were J. C. Higdon, president; L. D. Ramsey, vice-president, and B. V. Alton, personnel director.

Shoul, Pixley Are Leaders

Jacob W. Shoul of the Boston agency of Mutual Life of New York led the company in volume sold during July. J. Dudley Miller, Chicago, was second in volume, and Philip C. Tennant Jr., Washington, D. C., was third.

In number of paid applications, Byron J. Pixley, Phoenix, was leader. T. Justin Myers, Scranton, was second and Henry Burich, Minneapolis, was third.

List Cal. "Exam" Questions

LOS ANGELES—The advisory committee on life and disability insurance that has been consulting with Commissioner Downey on preparation of a new study manual to be put out by the department, has submitted to the commissioner several hundred proposed questions for life and disability examinations. These questions are to be further processed by the committee and examined by the department.

Mr. Downey expressed his appreciation of the committee's efforts.

Blue Cross Makes Gains

Blue Cross insured at June 30 numbered 31,210,819 in the 48 U. S. and five Canadian plans, according to Blue Cross commission of American Hospital Assn. There were 29,016,080 insured in the U. S. and 2,194,739 in Canada.

In Rhode Island 68% of the population is insured in Hospital Service Corp. of R. I.

Sun Life Now Has \$4 Billion in Force

Sun Life of Canada has passed the \$4 billion in force mark, of which \$844 million is group. Group business in force increased more than \$100 million during the last 12 months.

Total new production for the first half of 1948 was about the same as for all of 1938. Investments and mortgages increased from less than \$70 million a year ago to \$105,400,000 at June 30. Assets have reached \$1,460,000,000.

Pierce to Mass., Other Changes by Mutual Benefit

Franklin F. Pierce will move to Springfield, Mass., as general agent for Mutual Benefit Life Sept. 1.

Mr. Pierce for 13 years was in the life insurance business at Hartford before going to Des Moines in 1946 as general agent for Mutual Benefit. A Springfield he will succeed William E. Hughes, general agent, who is returning to Iowa, and will continue to represent Mutual Benefit there.

Harold E. McComb, general agent at Sioux City, and Paul B. McCray, general agent at Davenport, have been given increased territories in connection with the transfer. Mr. McComb will become general agent at Des Moines in addition to his Sioux City responsibility. Mr. McCray will take over 14 more Iowa counties which heretofore have been part of the Des Moines Agency.

Mr. Pierce started in the life business as an agent in Hartford in 1933. He joined Mutual Benefit there in 1945, moving to Des Moines the following year. He was president and educational director of the Des Moines C.L.U. chapter and a director of the Des Moines Assn. of Life Underwriters.

Mr. McComb joined Mutual Benefit at Council Bluffs, Ia., in 1923 and shortly thereafter moved to Sioux City. He has served in an official post in the Sioux City and state life underwriters associations and the Sioux City General Agents & Managers Club.

Mr. McCray joined the company in Springfield, Ill., after service in the navy as communications and insurance officer aboard an aircraft carrier. Before the war he had 11 years of insurance experience at Springfield.



F. F. Pierce

Group Cover in D. C. for Restaurant Employees

WASHINGTON—The joint executive board of Hotel & Restaurant Employees & Bartenders signed a two-year contract providing for wage increases, group insurance and other benefits to employees of 21 hotels here, who belong to four local unions. About 6,000 employees are involved.

Samuel Levine, attorney for the joint board, says this "marks the first time group insurance has been included in a labor contract on such a scale in this area" and constitutes "a most important milestone in labor relations in the hotel industry."

Mr. Levine explained that while parties to the labor negotiations have agreed on general provisions for group coverage, details remain to be worked out by a joint committee on which both employers and employees are represented. However, he said the program will include a life policy, health and accident coverage, and hospitalization benefits. When the details have been worked out, Levine said, the best group policy obtainable with funds available will be bought.

Named to Group Post

Thomas R. Williams, an assistant manager in Life of Virginia's Toledo office since 1947, has been appointed home office group representative, working out of Toledo. He has been with the company since his release from the army air force in 1945.

Knights Life, Pittsburgh, has been licensed in Ohio and West Virginia.

OUR PRIVILEGES

For 172 years the United States has led the world in ventures of freedom; has evaded wars of selfish aggression, wars of selfish imperialism, wars of oppression and greed.

No other nation of the world has the record of United States as an unselfish benefactor of the oppressed; or has her record for organizing and providing relief for stricken people of other nations.

No other nation of the world has given her people an equal opportunity to build for themselves—the privilege of climbing to the heights of any profession or occupation via their own ability.

Life insurance companies were built with the same high ideals—built to preserve, protect and carry out the dreams of the people. If you are interested in a profession giving these privileges, you will find it pays to be friendly with—



PEOPLES LIFE INSURANCE COMPANY

"The Friendly Company"

Frankfort

Indiana

STEADY GROWTH... Operating in Five States Now

Year	Assets	Capital Surplus	Insurance in Force
1908	5,482	5,482	744,032
1938	1,015,679	302,266	11,741,911
1948	4,969,740	1,417,585	74,653,754

GROW WITH US

In Missouri, Illinois, Iowa, Kansas and Kentucky. We have openings for good personal producers, writing a minimum of 60 applications a year, who are ambitious and would like a Ground Floor General Agency Opportunity.

Write: H. G. ZELLE, President

MISSOURI INSURANCE COMPANY

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N.F.C. Pittsburgh Program Shaping

Tentative program for the annual convention of the National Fraternal Congress Sept. 27-30 in the William Penn hotel, Pittsburgh, was announced this week by Foster F. Farrell, manager of the Chicago executive office.

The Fraternal Field Managers Assn. annual meeting will occupy all day Monday and annual meetings of the seven sections will be held Tuesday. These sections are presidents, secretaries, law, medical, press, state congresses and actuaries. General sessions of N.F.C. will be held Wednesday and Thursday and the annual banquet Wednesday night.

Committees Are Named

Sessional committees have been appointed, the chairmen being: Resolutions, B. J. Seeman, Woodmen of the World, Denver; publicity, C. F. Wilmet, Junior Order United American Mechanics, Philadelphia; credentials, Coleman Revez, Verhovay Fraternal, Pittsburgh; auditing, Joseph Bronars, Polish National Alliance, Chicago; distribution, F. L. Stevens, New England Order of Protection, Boston. Highlights of the program are:

Wednesday, Sept. 29, Morning

Welcome to Pittsburgh, Mayor David L. Lawrence.
Greetings — Commissioner James F. Malone of Pennsylvania; Homer W. Teamer, secretary-manager, Pennsylvania Insurance Federation; John Elbeck, president Pennsylvania Fraternal Congress; C. F. Savole, president Canadian Fraternal Assn. Response, Jeanie Willard, Woodmen Circle, Omaha, N.F.C. vice-president.
Address, "First Things First," Tom Robertson, Independent Order of Foresters, Toronto.
Report of President T. W. Midkiff, W.O.W., Denver.
Report of executive committee and secretary, F. P. Farrell.
Reports of auditing committee, Joseph C. Bronars, chairman, and membership committee, John J. Kennedy, Railway Mail Assn., Portsmouth, N. H., chairman.
Introduction of new members, President Midkiff.

Afternoon Session

Memorial service with address by Msgr. Andrew J. Pauley.
Report of resolutions committee, B. J. Seeman.
Report of general welfare committee, Margaret Walker, Royal Neighbors, Rock Island, Ill., chairman.
Report of field work committee, H. G. Benz, Aid Assn. for Lutherans, Appleton, Wis., chairman.
Address, R. Leighton Foster, counselor Canadian Fraternal Assn.
Report of committee on state of order and statistics, Joseph F. Lamb, Knights of Columbus, New Haven, Conn.
Report of committee on distribution, Francis L. Stevens, New England Order of Protection, Boston, chairman.
Address, "State Laws Relating to Qualifications for Membership, Beneficiaries, Funds and Juvenile Insurance," Lendon A. Knight, general attorney Royal Neighbors.
Report of law committee, W. E. Mooney, Woodmen of the World Life, Omaha, chairman.
Report of committee on constitution and rules, Luke E. Hart, Knights of Columbus, St. Louis, chairman.
Preliminary report of credentials committee, Coleman Revez, chairman.
Banquet 7:30 p.m., President Midkiff presiding; guest speaker, G. Harold Watkins, secretary of the Pennsylvania senate.

Thursday, Sept. 30, Morning

Invocation, Rev. Peter M. Kreta, pastor St. Mary's Russian Orthodox church.
Report of committee on revision of blanks, R. A. Anderson, Protected Home Circle, Sharon, Pa., chairman.
Report of committee on security valuation, Charles Harrington, Woman's Benefit, Port Huron, Mich., chairman.
Address, "Make Way for Tomorrow," Phillip Lovejoy, secretary Rotary International, Chicago.
Final report on credentials.
Election of officers.
Report of committee on lodge activities, John P. Stock, president of Macabees, Detroit, chairman.

Afternoon session

Report of junior membership committee, W. G. Fischer, Lutheran Brotherhood, Minneapolis, chairman.
Report of publicity committee, Chairman Wilmet.
Report of public relations committee, James G. Daly, United Commercial Travelers, chairman.
Report of resolutions committee.
Report of committee on ethics, I. K.

Rozmarek, Polish National Alliance, Chicago, chairman.
Installation of officers by Farrar Newberry, W.O.W., Omaha, past president N.F.C.; escorts, McKeesport Woodmen Circle team.

Law Section's Agenda

Program for the Law Section annual meeting is:
President's welcome, E. W. Dillon, United Commercial Travelers, Columbus.
Report of Secretary-treasurer George H. McDonald, Modern Woodmen, Rock Island, Ill.
Address, "The Merger of Fraternal Beneficial Associations," Bresel R. P. Leonard, attorney, Pittsburgh. Discussion.
Address, "Municipal Government," Ed J. Jeffries, Jr., general counsel, Macabees, Detroit. Discussion.
Address, "Some Aspects of Canadian Insurance Law," Robert Bigelow, general counsel Independent Order of Foresters, Toronto. Discussion.
Address, "Reminiscences," D. E. Bradshaw, chairman Woodmen of the World Life, Omaha.
Election of officers.

Presidents' Program

Tentative program for the Presidents' Section meeting Tuesday was announced by Alex O. Benz, the president, who is head of Aid Assn. for Lutherans. After invocation by the Rev. E. F. Engelbert, a director of Aid Assn., President T. W. Midkiff of N.F.C. and John Elbeck, president of the Pennsylvania Fraternal Congress will extend greetings, with response by Fred A. Johnson, Royal League, Chicago, N.F.C. 1st vice-president.

Reinhard A. Hohaas, actuary of Metropolitan Life, will give an address. In the afternoon session Dr. Ross T. McIntire, surgeon general to the late President Roosevelt, will speak on "Your National Blood Program" and Dr. J. O. Christianson of University of Minnesota faculty will talk.

Five papers on important current topics are scheduled for the Fraternal Actuarial Assn. meeting Sept. 28. F. J. Gadiant, Modern Woodmen, will preside as president.

The papers are: "Moral Hazards and Habits," Kenneth I. Hittle, assistant actuary Farm Bureau Life, Ohio; "Recent Developments in Pensions," George A. Huggins, consulting actuary Huggins & Co., Philadelphia; "Juvenile Mortality," Mary M. Cusic, actuary Royal Neighbors, Rock Island, Ill.; "The Conference Modification Table of the Class III Disability Table, and Its Application to Fraternal Societies," Elmer T. Knodel, consulting actuary, Pittsburgh, and "Supplement to Fraternal Valuation Report from Insurance Department's Supervisory Viewpoint," Charles C. Dubuar, chief actuary New York department.

There also will be discussion of previous papers by F. C. Stauffer, assistant actuary Modern Woodmen, and John Gall, assistant actuary Aid Assn. for Lutherans.

Plan Press Section Exhibit

The Press section of N. F. C. will have an entirely different type of program this year at its annual meeting in Pittsburgh Sept. 28, just preceding the N. F. C. gathering. Under the direction of Herbert G. Benz, section president, who is field director of Aid Assn. for Lutherans, Appleton, Wis., there will be assembled a comprehensive exhibit of printed material and literature of member societies. The business sessions will be devoted to discussions about this material, which will include the societies' official organs and any printed matter having to do with public relations, sales aids, recruiting, etc.

It is the plan to have this exhibit on display throughout the N. F. C. convention so all delegates will have an opportunity to see what the societies have been doing in this direction.

The exhibit committee is headed by Harold Allen, publicity director of Fidelity Life, Fulton, Ill., who has just sent out a questionnaire to member societies explaining purposes and rules of the exhibit, and urging societies to take exhibits to Pittsburgh. The idea is similar to the exhibits of Life Advertisers Assn., of which Mr. Allen is a member. The annual breakfast of the press section has been eliminated.

Prudential Special Train Leaves for L. A. Head Office

A special train of 15 cars, four of them carrying more than one million individual records of premiums, applications, loans, claims, etc., and the others accommodating 175 employees and members of their families left Newark for Los Angeles and Prudential's new western department home office this week. The last entry made on some of the records was Aug. 24. A part of 45 employees left by plane and 10 families started by automobile this week. Only 45 western home office employees now are left in Newark and they will move Sept. 8. This will complete the move of key personnel to the west coast office. It has been handled in such a way as to keep the business represented there functioning without interruption.

Effect of Housing Bill Difficult to Forecast

Until the regulations are promulgated for the new housing bill recently passed by Congress, no one can estimate the

degree that it will make itself useful to insurance companies.

One basic question is whether or not providing funds for housing might better be done through mortgage loans rather than the equity investment of multiple housing. As yet there is no agreement among life people on this question.

One question is whether the regulations will regard insurers as private concerns who can under the new laws engage in public housing or are they quasi-public concerns which might not be able to under the new laws.

Companies have and are receiving many requests from different localities to put up housing developments. So far the high cost of construction has prevented these requests being carried out.

Equitable Society Buys Debentures

Equitable Society has purchased \$1,500,000 3½% sinking fund debentures due June 1, 1960, of Simplicity Pattern Co. Merrill Lynch, Pierce, Fenner & Beane negotiated the financing.

The centennial of Union Mutual Life was recognized by the New England Council which featured the company in an 1848 window display in Boston's North station.

HERE'S ONE YOU DON'T HAVE!

Home Owner's Protection.

Not just another mortgage redemption policy rider or adaptation of conventional coverages to the mortgage problem.

The CENTRAL LIFE Home Owner's Protection plan is a program tailored to the specific needs of the Home Owner. No requirement of surplus coverage to care for possible hazards . . . The CENTRAL LIFE plan covers the actual hazards at amazing low cost.

Issued ONLY to bona fide mortgagees.

CENTRAL LIFE Insurance Company OF ILLINOIS

Founded 1905

Alfred MacArthur, President

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EDITORIAL COMMENT

Savers Getting Harder to Find

Since life insurance premiums are the commonest form of saving, there is considerable significance for the life insurance business in the federal reserve board's report that American families have been cutting down their savings, and that 28% of the families not only saved nothing in 1947 but spent beyond their incomes. Savings were about 9% of income received by consumers in 1947 as against 12% in 1946.

The figures were released as the government issued its new order curbing consumer credit and the government doubtless hoped that the data might forestall criticism of the order that otherwise might arise.

These restrictions on consumer credit should of course indirectly help life insurance sales by making it more difficult for potential life insurance buyers to splurge on automobiles, furniture, radios, refrigerators, and other appliances that many are not in a sound financial position to buy. However, there is some question as to how many of such heavy mortgagors of their futures are worthwhile life insurance prospects. Probably more important to life insurance will be the general anti-inflationary effect that should be the result of holding down unwise commitments among over-optimistic consumers.

Installment buying is not the primary form of "dissaving," says the board's report, employing a term that is handy despite its strange sound. Yet install-

ment buying is an "important" factor, according to the board.

The board's description of the type of family most likely to have been a saver in 1947 is one with three or four persons in it living in or near a city, the father being 45 to 54 years old and college educated. This description, incidentally, seems to be consistent with the most sought-after type of life insurance prospect.

The saving and dissaving figures serve to emphasize the need of prospecting and selling more among the higher-income groups. If the present trend continues it seems clear that the money which has been available in such profusion at nearly all income levels is going to dry up from the bottom and that agents and managers who fail to take this into account will find themselves with an unduly high percentage of prospects who would like to buy but haven't the necessary margin. This situation is getting progressively worse.

The government survey showed that in 1947, for the first time since the war, those in the less than \$2,000 bracket became a dissaving group. Those with less than \$1,000 were already in that group. The survey also showed that 31 million families, or 64% of all consumers, saved \$25 billion in 1947 and that more than 80% of the net savings by consumers was done by families with more than \$5,000 income. The sales lesson seems unmistakable.

Insurance Fails to Win Best Young Men

A bright young man of our acquaintance was looking recently for that all important first job upon graduating from college. This fellow was a war veteran with an excellent scholastic record and an honest and engaging personality. He did not know what line of business he would enter, so he spent considerable time canvassing the various fields. He did not want to be a salesman, but other than that his course was undetermined. This young fellow lined up a dozen or so job opportunities in variegated enterprises and at the time we talked to him had narrowed choice down to three. What interested us was that the three jobs which he eliminated first were in the home offices of insurance companies. He explained that, first of all, he had been warned by many business men that the insurance industry was notoriously low paying. In two of the jobs, he was able to corroborate this advice. The third insurance com-

pany offered pay which compared favorably with that in other lines of work, but he was afraid to take the job for fear of lack of opportunities later on.

Now it is easy to appreciate that an insurance company feels an obligation to its policyholders and to its stockholders if it is a stock company, not to be profligate in paying salaries.

This can be a very costly economy if the caliber of the men recruited is thereby lowered. There are some insurance companies which have deliberately set about to enroll some of the most promising college graduates each year for future executive talents. But far too many companies are not willing to pay the salaries which are necessary to attract worthwhile beginners. We wonder how many other bright young men have received the same advice and made the same decision as the fellow we know. We have a strong hunch that the insurance business has not drawn

upon budding post war talent to the extent that some of the other industries have.

There can be no disguising the fact that the industry as a whole has a reputation for low salaries and perhaps for restricted opportunities. This is not to recommend that all insurance help be solid gold. For the routine tasks, copier is often better suited. But for key

positions, for the future when the old captains retire, it is reassuring to any company to have attracted a solid core of good younger executives. Of course, all the top men of the future will not spring from the colleges, but an increasing proportion will. Now is the time to improve the insurance industry by making it a place of opportunity for the best of our young men.

PERSONALS

John R. Hastie, manager for Mutual Life at Chicago, is vacationing at Grand Rapids, Mich.

President T. I. Parkinson of Equitable Society has been named chairman of the New York convention committee of the National Foreign Trade Council for its annual convention Nov. 8-10, in New York.

Wayman L. Dean, manager for Life & Casualty at Jacksonville, Fla., and former trustee of National Assn. of Life Underwriters, is back at his desk for a portion of each day after operations at St. Luke Hospital in Jacksonville and a long stay at home. He and Mrs. Dean plan to attend the St. Louis convention of N.A.L.U. in September.

Rodney Bliss, Jr., New England Mutual, Omaha, won the Nebraska state amateur golf championship at Happy Hollow Country Club, Omaha. It was the sixth time he has captured the title. The same week he closed two life insurance cases for \$100,000.

Elmer F. Davy, Home Life, president of Salt Lake City Assn. of Life Underwriters, will head the insurance men's campaign in the drive for funds for the Community Chest, commencing Sept. 27.

Walter Takiguchi, newly appointed co-general agent of Pacific National Life in Hawaii with Bert E. Corporon of the Mid-Pacific Agency there, accompanied by the agency's leading producer, Harry Mathewson, flew into Salt Lake City for a week's visit at the home office. Then after a short visit in San Francisco and Los Angeles they returned by air to the islands.

Dr. John B. Steele, vice-president and medical director of Volunteer State Life, has been elected a member of the rent advisory board for Hamilton, Marion and Bradley counties in east Tennessee.

DEATHS

Ralph I. Booth, statistician of Travelers in the Chicago branch office for 20 years, died of a cerebral hemorrhage. He was born April 13, 1890, at Ellenville, N. Y., and was graduated with high honors from Wesleyan University of Middletown, Conn., being a Phi Beta Kappa.

Shortly thereafter Mr. Booth went to work in the Travelers home office. He learned actuarial science there and eventually qualified as a fellow of the Actuarial Society and American Institute. He became chief clerk of Travelers' actuarial department in 1921.

Mr. Booth was assigned to Chicago

more than 20 years ago. He had been with the company over 35 years. He was past president of the Chicago Actuarial Club, in which for many years he was active in conducting courses leading to admission to the Institute and Society. He also for some time had been consulting actuary to the Slovene National Benefit.

J. Atkins Parker, 45, former Provident Mutual general agent at St. Louis, died at his home at Grand Rapids, Mich. He joined Provident following graduation from University of Wisconsin in 1925, and was special agent at St. Louis for nine years prior to appointment as manager in 1935. He was named general agent in 1937, and served in that capacity until ill-health caused his retirement in 1941. He was elected a director of the St. Louis Life Underwriters Assn. in 1939.

Andrew M. Knabe, 63, treasurer of Reliance Life, died in a Pittsburgh hospital. He joined the Reliance home office staff in 1920. In 1938 he was appointed assistant treasurer and became treasurer in 1943.

Guy R. Dana, 62, for 25 years with Mutual Life's Milwaukee agency, died at Dousman, Wis., where he had resided for 12 years.

Jacob Ish-Kishor, 71, vice-president and comptroller of Eastern Life, died at his home in Brooklyn. A founder of the company in 1927, he was also secretary of B'nai Zion, a Jewish fraternal, and of the Life Insurance Guarantee Corp. of New York.

William E. Engelhardt, 43, Bankers Life of Nebraska, Hastings, Neb., died of a heart ailment after a month's illness. He was a civic leader there.

E. E. Hardcastle, vice-president of Union Central Life when he retired in 1938, died at his home at Cincinnati. A native of New Zealand, he joined the actuarial department of Union Central in 1898. He became assistant actuary in 1900, actuary in 1907, and vice-president in 1934.

Rein Vader, 48, for the past 10 years with Mutual Benefit Life at Grand Rapids, Mich., was killed in an automobile accident. A native of the Netherlands, he had lived in Grand Rapids for 34 years. He was a leading producer for his company and a member of its National Associates organization.

Melvin F. Emerson, Spring Valley, Wis., one of National Guardian's leading agents, who had been with the com-



J. Atkins Parker



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pany for 36 years, died. He was presented a watch for his long service at the convention last year. He was born in Spring Valley and the entire town suspended activities to attend his funeral.

He was president of the Council, honor production club, and had the largest territory of any Guardian agent, covering northwest Wisconsin and all of Minnesota.

Top Guardian officers were present at the funeral, including Richard Boisard, president; L. J. Larson, executive vice-president, and A. G. Schmedeman, Jr., director of agencies.

Walter Ayres, 71, with New England Mutual Life's Cleveland agency for 21 years, died at his home at Elyria, O. He was a past president of the Sales Management Club of Cleveland.

\$15 Billion Going into Security Plans This Year

About \$15 billion of the 1948 national income will be put into all types of plans to meet insecurity arising from death, old age, accident, sickness, disability, unemployment and other contingencies, according to the Research Council for Economic Security, an organization financed by Chicago employers.

More is spent under voluntary plans, including insurance, than under government plans, the council stated. The \$15 billion figure compares with \$12 billion in 1945.

The council found that the northeastern, middle western, and Pacific Coast states have the largest measure of protection both in total amounts and in per-capita payments.

The council suggests state planning commissions as improvements in programs for economic security and said that voluntary plans can be expanded to provide for specific crises confronting individuals and families. In some cases the state governments find it desirable to furnish security through their own governmental plans. Since the situations of individual states vary a great deal each state should select a program which will provide the highest measure of economic security for its people, the council said.

Mackey Four-Time Winner

In an advertisement which Home Life of New York ran in the July 23 issue of THE NATIONAL UNDERWRITER Lantz L. Mackey was shown as having qualified for two consecutive years for the national quality award whereas actually he has qualified for four consecutive years, or each year since the award was established.

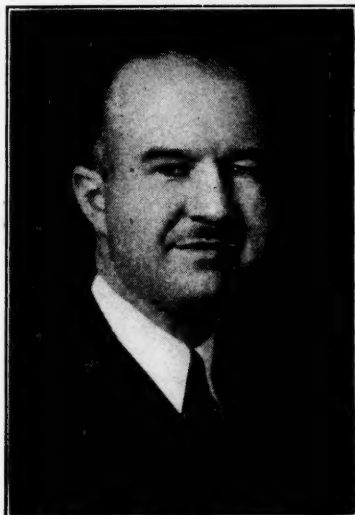
Has Self Killed in Vain Effort to Beat Suicide Ban

Efforts of Herbert J. Kindred, president of the City Finance Co. of Emporia, Kan., to provide for his wife and get around the two-year suicide clause in his newer life insurance policies by having himself killed instead of committing suicide appear to have been frustrated on two counts. Though Mr. Kindred had about \$125,000 of insurance, it turns out that most of it had been assigned to cover business debts far in excess of the insurance. Besides this, the fact that it has come out that Mr. Kindred arranged for his own killing gives the insurers ground for denying liability under the suicide provision.

W. E. Gayer, Emporia truckman, was charged with killing Mr. Kindred but insisted that he refused the man's \$1,000 offer to kill him and that the insured had apparently made a successful deal with someone else. According to the truckman's story, Mr. Kindred had been threatening suicide for some time but figured that if he did so his newer policies would not pay off and these were the only ones that were not assigned to creditors.

A. A. McFall Returns to Lincoln Nat'l as Supt. of Agencies

A. A. McFall will return to Lincoln National Life Sept. 1 as superintendent of agencies. While he will continue to



A. A. McFALL

make his home at Carmel, Cal., where he has been living for the last two years, he will operate on a country-wide basis, doing agency development work.

Mr. McFall was for several years Lincoln National's superintendent of agencies in the mid-west before joining Columbian National in 1934 as vice-president and manager of agencies. Shortly after the United States entered the war he became a lieutenant in the office of naval procurement, where he served for three years.

Berkshire Names Moore as G. A. in Evansville

B. J. Moore has been appointed general agent for Berkshire Life in Evansville, Ind. Before and after his naval service in the last war he was a successful producer.

He has also had managerial experience.

Hauselman Assists Carter

Pan-American Life has appointed A. J. Hauselman as assistant manager of the George B. Carter agency at Cincinnati.

Before joining Pan-American, he was a supervisor for Northwestern Mutual in Cincinnati. He is a graduate of the Purdue life insurance marketing school.

The recently expanded offices of the Carter agency are in 1103 Union Trust building.



A. J. Hauselman

Staton to Blue Cross

E. J. Staton, general agent of Monarch Life at Columbus, has resigned to become executive director of Hospital Service, Inc., at Lima, O. For more than 20 years before going with Monarch, he was with Equitable Life of Iowa.

Ruth Willed Annuity

A trust fund established by Babe Ruth provides that in the event of its termination, either by death of one of the principals or the statutory limit of 21 years, a \$6,000 a year refund annuity

shall be purchased out of principal for Mrs. Ruth. Babe Ruth was a great believer in annuities and bought them in large amounts during his lifetime.

Kansas City Life Passes \$750 Million Mark

Kansas City Life has passed the three-quarter billion dollar mark in life insurance in force and assets now exceed \$200 million. Insurance in force has more than doubled in 20 years. President W. E. Bixby made the announcement on his 52nd birthday, during which day the field force submitted a total of \$2,571,000 of new business in his honor.

A.F.L. Agents Union Active

WASHINGTON—In a statement attacking the C.I.O. United Office & Professional Workers of America as "communistically directed," President George L. Russ of the A.F.L. National Federation of Insurance Agents said that agents are flocking into N.F.I.A., which is putting on a nation-wide drive for new members. This organizational activity is going on in many other states.

Starts Home Office School

Home State Life of Oklahoma City is conducting schools for field men in the home office. Each week around 20

men are brought into the home office for an intensive week's training on programming, rate book, policies, etc.

List Speakers for Union Mutual Life's Centennial

Those who will address the 100th anniversary sales conference of Union Mutual Life at Poland Springs, Me., Sept. 6-9 are Claris Adams, president Ohio State Life; Howard J. Burridge, president THE NATIONAL UNDERWRITER; J. M. Holcombe, Jr., managing director L.I.A. M.A.; A. J. McAndless, president Lincoln National, and Francis L. Merritt, vice-president Central Life of Iowa.

Fla. A. & H. Congress Oct. 9

Florida Assn. of A. & H. Underwriters has scheduled a sales congress at Orlando Oct. 9, the speakers to be drawn entirely from association ranks and to set forth salesmanship ideas. There will be a cocktail party the preceding evening. James Beach of Professional Insurance Corp., Orlando, is in charge of the program.

New Name Is Fidelity Reserve

Fidelity Reserve Life & Accident has changed its name to Fidelity Reserve Ins. Co. No changes in officers or operations have been made and the company will remain at Little Rock, Ark.

Fifty-Fourth Year of Dependable Service

* The State Life Insurance Company has paid \$160,000,000 to Policyowners and Beneficiaries since organization September 5, 1894 . . . The Company also holds over \$69,000,000 in Assets for their benefit . . . Policies in force number 102,000 and Insurance in force is over \$205,000,000 . . . The State Life offers General Agency Opportunities — with liberal contract, and up-to-date training and service facilities — for those qualified.



THE STATE LIFE INSURANCE COMPANY

Indianapolis, Indiana

MUTUAL LEGAL RESERVE FOUNDED 1894

AMONG COMPANY MEN

Loyal Protective Life Advances Bogardus, White

John O. Bogardus, who has been Boston general agent of Loyal Protective Life, has been named field supervisor for New England and also will assist in developing the company's life training program. He has had many years of experience in life and A. & H. insurance. Before going to Boston he was with Travelers and Union Mutual at New York and manager of the latter company at Albany, becoming its Boston general agent in 1938. He joined Loyal Protective in 1946.

Raymond F. White, district manager at Quincy, Ill., has joined the home office agency department staff as mid-west agency instructor. He was formerly a teacher and was with Montgomery Ward & Co. prior to war service as a marine, joining Loyal after his return from service.

Garnett New Actuary of State Life, Ind.

Wayne W. Garnett has been appointed actuary of State Life of Indiana.

He received an A.B. degree from Kentucky Wesleyan College in 1927, and an M.A. from University of Kentucky in 1929, then completed the actuarial science course of University of Michigan in 1931.

His actual experience includes four years with Central Life of Iowa; two years with American United Life; three years as assistant actuary and actuary of the Michigan department, and for the last three years actuary of Kentucky Home Mutual Life.

During the last war Mr. Garnett served a year in the statistical section of the army air corps, and then entered the navy. After three years' service he was released to inactive duty as a lieutenant.

Russell Named Supervisor of N. W. Group Office

John Hancock Mutual has appointed Edward W. Russell, Jr., as supervisor of the Pacific Northwest group office with headquarters at Seattle.

Following graduation from Burdett College and Northeastern University in Boston, Mr. Russell worked for the New Haven railroad and Ford Motor Co. He has had 15 years of group insurance experience, of which 12 have been in the field. He entered group business in 1934 with Equitable Society and went with John Hancock in 1941. He was the mid-west service supervisor in its Chicago group office for five years, and for the last three years has worked on development of special group coverages in the home office.

Arnold Agency Supervisor for United Fidelity

Richard H. Arnold has been appointed field agency supervisor for United Fidelity Life. He has moved to Dallas from Tennessee where he had been in life insurance work for 13 years, most recently as Tennessee general agent at Memphis of Minnesota Mutual Life.

Mr. Arnold attended Tupelo Military Academy in Tennessee. In the war he was a captain of field artillery and saw service in the Caribbean, Panama and Pacific theaters.

Germania Mutual Names Three New Officers

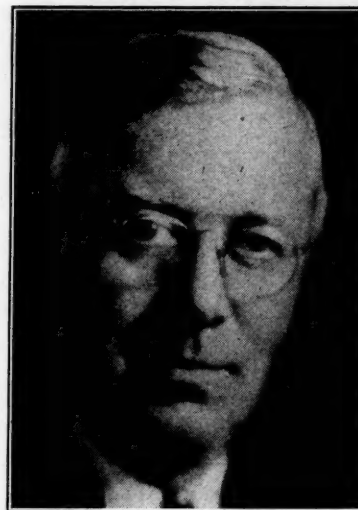
MILWAUKEE — Germania Mutual Life has appointed Fred Koester superintendent of agents. He has had previous life insurance experience here and in Chicago.

At the quadrennial meeting held at Sheboygan, celebrating the 60th anni-

versary of Germania, Richard Manthey, Milwaukee, was reelected president, and new vice-presidents were named, Ray Friedrichs and P. George Herll, Milwaukee. Mayor Sonnenburg and State Senator G. W. Buchen spoke.

Hale Retires Jan. 31 from Northwestern National

J. S. Hale, vice-president of Northwestern National Life, is planning to retire on Jan. 31. The oldest of the



J. S. HALE

company's officers in point of service, Mr. Hale joined the company 43 years ago. Following graduation from Beloit College in 1905, he became a clerk in the actuarial department at the age of 21. In 1918 he was made actuary and in 1936 was elected vice-president.

Nickell Occidental's New Editor of "Pulse"

Thomas P. Nickell has been named acting editor of "Pulse," monthly agency magazine of Occidental Life. He succeeds Melvin A. Horton, editor for the last 14 months, who has resigned and will spend a year in Europe with Mrs. Horton.

He is a Hoosier who spent two years at Butler University before entering the army air corps in the war. He had three years' service and saw considerable action. For the last two years he has served in various departments at the head office while completing college work at University of Southern California, where he was graduated in June with a B.S. in advertising. In addition to editing "Pulse" he will handle Occidental publicity work.

Smith General Manager

In conjunction with its proposed expansion plans in Alberta and Ontario,

Financial V.-P.

J. P. Sedgwick, whose appointment as financial vice-president of State Mutual Life was reported in last week's issue, is an alumnus of Williams College, class of 1920, and received an honorary master of arts degree there last June. He received an M.B.A. degree from Harvard business school in 1922 and served as assistant dean and finance instructor there for a time. Prior to joining State Mutual he was vice-president, director, executive committee member of Loomis, Sayles & Co.



J. P. Sedgwick

Commercial Life of Canada has appointed William E. Smith general manager of the western head office at Calgary. It is planned to establish offices in a number of Ontario cities.

Add Two New Group Men

Elmer A. Volkmann has been appointed manager of the contract division of the group department of Occidental Life. He has been senior underwriter in Chicago of Zurich.

Maurice H. Farrant has been named home office group statistician. He has been with Confederation Life 14 years. He served with the Canadian artillery during the war.

ACCIDENT

Tuchbreiter to Address Chicago's First Fall Meeting

The executive board of Chicago A. & H. Assn. will hold its first fall meeting Sept. 7 at the Hotel Hamilton, where meetings will be held the coming year. At that time, Irving G. Wessman, Loyalty group, association president, will present for approval a program which has been laid out, covering the meetings for the entire year. E. F. Gregory, Business Men's Assurance, Denver, president of the National association, will be a guest at that meeting.

The first regular meeting of the Chicago association will be held Sept. 21 in the American room at the Hamilton, with Roy Tuchbreiter, president of Continental Casualty and Continental Assurance as honor guest and speaker.

Charles Davis Is Opening Agency in Chicago

Charles H. Davis, director of agencies of North American Accident, Chicago, is resigning to open his own general line agency Sept. 1. He will have office in room 1329, 327 South La Salle street.

Mr. Davis initially will represent Mutual Benefit H. & A., United Benefit Life and United Benefit Fire through Chicago Manager C. T. Redfield of those companies.

Mr. Davis has been in insurance work for 28 years, starting as agent of Equitable Society in Chicago. After five years he became associate general agent of Pacific Mutual at Minneapolis and in 1931 was appointed accident and health supervisor by Pacific Mutual, traveling out of Chicago. Then in 1935 he became manager of its railroad department there, a post he held 12 years until going with North American Accident.

San Francisco A. & H. Assn. Reelects All Its Officers

All officers of San Francisco A. & H. Underwriters Assn. were reelected at its annual meeting. Harvey D. Quigley, Mutual Benefit H. & A., is president; Joseph Deitch, Occidental Life, vice-president, and Mark Barichievich, Occidental Life, secretary-treasurer. Re-elected to the executive committee were Ed. F. Jones, Washington National; R. T. Larsen, Travelers; M. S. Lytle, Security L. & A.; C. C. Washburn, Pre-

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Accident — Health — Hospitalization
An indispensable adjunct to Home Office, Branch Office, Underwriting and Claim Departments. Equally indispensable in training old and new life, accident and health agents in the profitable method of field underwriting.

Practical Gift to 1947 Sales Club Members
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With Columbus Mutual's "Life Packages"

you can quickly and easily sell your present clientele a better program—

and do it without red tape,
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specialized knowledge. If you're

not acquainted with this unique

"Packaged Profit" route to increased
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D. E. Bull, President
THE COLUMBUS MUTUAL
LIFE INSURANCE COMPANY
Columbus 16, Ohio

Can YOU Qualify?

Are you ready for an appointment as General Agent for this Company? Your city may be one of the dozens where our expansion program provides an excellent opportunity. The requirements are a good production record, a good reputation, ambition, and the ability to build a strong, aggressive agency. Our portfolio includes a wide range of practical, streamlined Accident, Health, Hospitalization and Life policies, backed by 40 years' service to policyowners. If you can qualify and want to know more about a direct Home Office connection, write to

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ferred Accident. Louis L. Hirschorn, World, and Merritt Foster, Constitution Life, were added to the committee.

President Quigley reported the association is now sixth in membership in the National association and hopes to reach No. 1 position by the first of the year. He urged the members to be alert to all political activities to place the government in the accident and health business.

New Mass. Blue Cross Probe

BOSTON—A special legislative committee to investigate Blue Cross hospitalization plans and the need for stabilizing them has been named with Henry Guild, treasurer of Massachusetts General Hospital, and Jack Hurvich, chairman Industrial Relations Council, ap-

pointed by the governor to represent hospital interests. The commission includes two state senators and three representatives. It is ordered to file a report by Dec. 1.

Consider Tenn. Medical Plan

NASHVILLE—The house of delegates of Tennessee Medical Assn. will meet here Aug. 29 to consider a prepaid medical insurance plan which has been prepared by a special committee of the association. Representatives of National Life & Accident, Provident Life & Accident and Equitable Society have been in consultation with the committee on the proposed plan. All old-line companies licensed in Tennessee may participate in the plan when it is finally adopted.

University and Rutgers University. During recent years he has served as instructor for the northern New Jersey classes of the American Institute of Banking. He was formerly connected with the Guaranty Company of New York and the First National Bank of Baltimore. He later served with the comptroller of the currency as assistant national bank examiner.

Open Beaumont, Tex., Agcy.

A new district agency has been opened by John Hancock at Beaumont, Tex., with Frank J. Britton, assistant district manager at San Antonio, promoted to manager in charge.

George M. Sasko has been promoted to district manager at Cleveland East to succeed the late Albert B. Connolly. Mr. Sasko was assistant district manager at Youngstown, O.

J. Paul Heritage has resigned as general agent of Girard Life at Woodbury, N. J., because of ill health. His agents are joining the company's Darms agency at Woodbury.

William M. Quinlan, formerly with Connecticut Mutual at Topeka, has been promoted to supervisor of the Kansas general agency at Wichita headed by O. Lynn Smith.

\$16,000 Suit for War Death

Lucy Eckl, an R.F.C. clerk, has sued Reliance Life as beneficiary under a \$20,000 policy on the life of her fiancé, E. Buffler, army sergeant who died in the Philippines Aug. 21, 1945.

The suit says the company paid her \$3,311, the amount of premiums paid, but refused to pay face value because of the war exclusion clause. Miss Eckl says, however, that Japan surrendered Aug. 14, 1945, and hostilities ceased next day; therefore the U. S. was at peace on date of death and the war exclusion clause doesn't count.

COMPANIES

Buys \$3½ Million Building of Portland "Oregonian"

HARTFORD—Connecticut Mutual Life has bought the land and building occupied by the Portland "Oregonian," the city's largest newspaper. The building was completed this year. Purchase price was \$3½ million, the "Oregonian" leasing the building from Connecticut Mutual for 27½ years at \$210,000 a year, or 6% of the purchase price, with the privilege of renewing for another 27½ years at 5%.

Employees Smoke at Desks

Loyal Protective Life now permits its 135 home office employees to smoke and drink soft drinks at their desks during office hours whenever they are inclined, with the exception of a few who have contact with the public. The plan was tested for two months and it was found that it caused no inconvenience to non-smokers and that it improved efficiency and saved time by preventing unnecessary absences from desks and congestion around vending machines.

Settled in New Home

Union Liberty Life has completed alterations and refurbishing of its enlarged office building at Baltimore. The home office and Baltimore district office occupy three floors of the building.

Rockford Life Examined

The Illinois department has examined Rockford Life and found it in a solvent financial condition with unassigned surplus funds of \$591,009 in excess of liabilities and policy reserves. Surplus funds of American Bankers, reinsured by Rockford Life in 1939, were \$272,308. The examiners reported that operations

LIFE AGENCY CHANGES

A. B. Turner to Ohio for State Mutual Group Dep't

State Mutual Life has appointed Allin B. Turner as group department home office representative for northern Ohio. His early business experience includes sales work in individual insurance and in the textile field. For the past nine years he has been with the group department of Equitable Society, the past six of which have been in group sales and service in Ohio. He is an alumnus of Cornell. His office will be in the Society for Savings building in Cleveland.



A. B. Turner

Union Mutual Life Puts Two in Managerial Posts

Edward T. Walling, Detroit, and William A. Fry, Toronto, have been appointed to managerial positions with the Union Mutual Life.

Mr. Walling has joined Cyril F. Grein at Detroit as co-manager. With Reliance Life since 1928, he has served as general agent and, in 1940, was named as its educational director in Michigan.

Mr. Fry heads Union Mutual's newly re-opened Toronto office. He entered insurance in 1930 with Metropolitan Life, and subsequently was with the Occidental Life. He has been with Loyal Protective since 1937.



William A. Fry

Three New General Agents for Loyal Protective Life

James M. Voss has been named general agent at Boston of Loyal Protective Life to succeed John O. Bogardus, who becomes field supervisor. He has been in insurance work since 1940, except for 2½ years in the army, and with the Bogardus agency since 1946. A graduate of Staunton Military Academy and University of Texas, he was with the American consulate in Venezuela before entering insurance.

Howard E. Narlee becomes general agent at Buffalo. He joined the Rudell agency of Loyal in 1946 after his discharge from the navy and was named field supervisor last September.

Ralph E. Kreps is named general agent at Rock Island, Ill. He was a teacher for seven years and then with the Illinois state police before joining the Louis Manlove agency of Loyal Protective.

Name Ames Associate G.A.

William J. Ames on Sept. 1 will become associate general agent in Norfolk for Mutual Benefit Life. Mr. Ames entered life insurance in 1934 and recently has been assisting his father, M. B. Ames, who has been Norfolk general agent for 30 years.

Mr. Ames was educated at William & Mary and University of Pennsylvania business school from which he graduated in 1937. He became a C. L. U. in 1938. During the war he served with the army in the south Pacific.

Named Field Supervisor

B. Wallace Mills has been named field supervisor for Nebraska and Iowa by the Lafayette Life, with headquarters in the Federal Securities building in Lincoln. He is a graduate of Chadron State Teachers College and taught for two years in public schools.

Two General Agents for Pacific National Named

Glenn Holley has been appointed by Pacific National as general agent at Provo, Utah. He has been connected with the company for more than 10 years as head of a general agency at Springville, Utah.

E. E. Morgan has been named general agent at Sacramento, Cal.

American Nat'l Names Hill

Fred E. Hill, for the last two years with American National at Richmond, Va., has been appointed manager at Washington, D. C. His territory will also include several northern Virginia counties. He was with the company in Oklahoma City for some years before going to Richmond. He specializes in writing insurance on professional women.

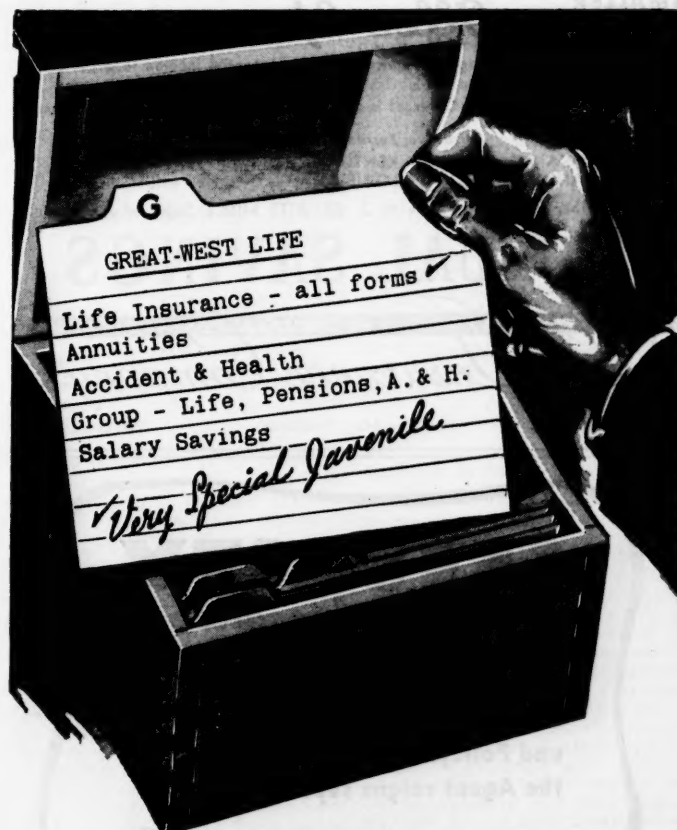
Overs Named at Billings

Don E. Overs has been appointed general agent at Billings, Mont., for Occidental Life. He is a native of North Dakota and has been in insurance work for five years, with experience in the life, accident and sickness and group field.

He is secretary-treasurer of South-eastern Montana Assn. of Life Underwriters.

Pritchard Ass't Manager

Herman L. Pritchard, since 1944 manager of the new business development department and director of advertising and public relations of the Second National Bank of Paterson, N. J., has been appointed assistant manager in charge of group sales for the Newark agency of Prudential. He is a graduate of Virginia Polytechnic Institute and took studies at New York



GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE-WINNIPEG, CANADA

A Billion Dollar Company Established 1891

have continued profitable and earnings have permitted continuation of dividends to stockholders. The cash position is well maintained and surplus funds are being invested in diversified securities. Adjustment and settlement of claims have been effected in a prompt and equitable manner.

To Build New Home Office

Home Beneficial of Richmond, Va., has petitioned the city council for authority to erect a new home office in the west end of the city at a cost of \$1 million. The area, a residential section, will have to be designated as a zone for business property before the necessary authority can be obtained. The ordinance committee of council has already approved the petition and the council is expected soon to give its approval.

World Buys Building

World has bought the Saunders-Kennedy building in downtown Omaha for \$450,000, as its home office.

It has been in the Baird building there for 10 years.

The building will be remodeled and air conditioned. The company plans to occupy part of it late this fall. Additional space will be taken over later.

Form Managers' Assn.

WHEELING — General agents, agents and unit managers in Wheeling have formed the General Agents and Managers Assn. of Wheeling.

Clyde O. Law, Northwestern Mutual, was elected president; Edward I. Taylor, Reliance Life, vice-president; John Knejić, of Peoples Life, secretary-treasurer. John W. Sears and Howard Gilbert are members of executive board.

Reserve Life of Dallas has been licensed in Iowa to write life and A. & H.

SALES MEETS

Central Life, Ill., to Hold First of Two Regionals

Leading producers of Central Life of Illinois from North Dakota, South Dakota, Missouri, Texas, Michigan, Indiana, Iowa and Illinois are meeting Friday and Saturday at the home office. This is the first of the two 1948 regional meetings, the other to be held in California during November.

The program will stress selling procedure methods keyed specifically to present business conditions. Among the topics to be covered are "Tailor Made Estates," "Business Insurance," and "Package Selling." Panel discussions will be featured and leading agents will act as chairmen of each panel group.

President Alfred MacArthur will welcome the group and will be host at several social events. Lester L. Johnson, vice-president and agency director will preside over the business sessions and an open forum discussion.

Columbus Agency's Outing

Agents of Town & Village general agency of Girard Life at Columbus, which represents the company in Pennsylvania and Ohio, will start their annual vacation convention Labor Day evening at Eagles Mere. The outing will continue through Friday. Awards have been announced by Ezra C. Anstett, president of the agency, for winners in a six weeks competition. The banquet will be held Wednesday night and two days will be devoted to life insurance discussion and training.

Mutual Life Has Meeting on Coast

The western regional meeting of the National Field Club of Mutual Life was held at San Francisco with approximately 125 participating.

Gordon W. Hay, San Francisco manager, was host. Company executives participating were Alex E. Patterson, president; Roger Hull, Leigh Cruess, Louis W. Dawson and Oliver M. Whipple, vice-presidents; E. H. Wells, actuary; Julian S. Myrick and Clifford B. Reeves, second vice-presidents; Ward Phelps, director of training; R. B. Thompson, director of sales development, and D. D. Briggs, Stanton G. Hale, Harry B. Cadwell and Ben H. Williams, divisional superintendents.

Challenge in Family Growth

Roger Hull, vice-president and manager of agencies for Mutual Life, told 150 western division members of the National Field club that the phenomenal growth of family units in the country has increased the need for life insurance today and for many years to come. He said that the number of families in the \$3,000 a year bracket or better is more than three times greater than it was in 1940 and still growing. He said there are 11,500,000 family men between the ages of 20 and 50 in this category and half of them earn more than \$4,000 per year. From one to three children under 18 are in eight million of these families, and three-quarters of all professional people, business managers and business owners are among these family men. The life agent must assure the security of these family units by offering life insurance to fit each situation through "functional design." Harry B. Cadwell, western division superintendent, was chairman of the conference.

Newark Agency Plans Conference

A three day conference of the William H. Masterson agency of Equitable Society, Newark, will be held at Atlantic City September 12-15. Principal speakers will be Murray Spear, group department, on group coverage, and Homer Davis, educational director, on "Family Income and Meeting Objections," both from the home office. About 25 agency members and their wives will attend.

Company Investments Up One-Third in Six Months

Institute of Life Insurance finds that life insurance company investments in U. S. corporate securities, real estate mortgages and government and foreign securities increased one-third in the first half of the year over the corresponding period of last year. The June 30 holdings in mortgages and securities totaled \$48,579,000,000. Investment in U. S. corporate bonds and stocks showed the greatest gain, a rise of 28% in the 12-month period.

Finance Purchase of Homes

National Life & Accident will furnish the money with which employees of E. I. du Pont de Nemours & Co. may purchase 900 homes at Old Hickory, Tenn., to be remodelled and sold by the company. President E. W. Craig stated that the loans can be repaid on a monthly basis. The homes are being offered by du Pont to its employees at prices below the current market. The insurance company is doing this as a good will gesture as well as an investment project.

POLICIES

Life of Georgia Adds Number of Contracts

Life of Georgia has added three ordinary contracts, 30-year endowment at adult ages, a 10-pay life at juvenile ages, and a life paid up at 65 issued at both juvenile and adult ages.

Premium waiver, double indemnity and travel accident insurance are available with the adult policies; premium insurance with policies at juvenile ages. The life paid up at 65 and 10-pay life provide death benefit of full face amount from age 1; from age zero to age 1 the benefit is \$250 per \$1,000.

Annual premiums for the new juvenile policies are:

Life	Life
Pd-Up	Pd-Up
at	at
10	10
Pay.	Pay.
Age	Age
0 10.51	8 12.01
1 10.57	9 12.29
2 10.70	10 12.60
3 10.87	11 12.91
4 11.07	12 13.26
5 11.28	13 13.61
6 11.50	14 13.98
7 11.75	33.52

Life	Life
Pd-Up	Pd-Up
at	at
10	10
Pay.	Pay.
Age	Age
15 14.38	26 19.23
16 14.71	27 19.83
17 15.07	28 20.48
18 15.43	29 21.17
19 15.83	30 21.88
20 16.24	31 22.71
21 16.68	32 23.59
22 17.13	33 24.52
23 17.61	34 25.51
24 18.12	35 26.57
25 18.66	36 27.70
	47 48.56

Illustrative premiums for the 30-year endowment are:

Age	Age	Age	Age
15 28.19	26 29.25	36 31.53	46 38.72
16 28.26	27 29.35	37 31.97	47 40.00
17 28.34	28 29.44	38 32.44	48 41.36
18 28.41	29 29.54	39 32.98	49 42.80
19 28.49	30 29.64	40 33.56	50 44.32
20 28.59	31 29.88	41 34.24	51 45.76
21 28.68	32 30.15	42 34.96	52 47.33
22 28.79	33 30.46	43 35.75	53 49.05
23 28.90	34 30.78	44 36.61	54 50.91
24 29.02	35 31.14	45 37.53	55 52.94
25 29.15			

Modifies Mortgage Form

Liberty Life of South Carolina, has announced that its 10, 15 and 20 year period mortgage redemption plans will be issued in units of \$1,000 initial amount of insurance. This is in contrast to the odd amounts under the old units, which were \$814 initial amount for the 10 year period, \$1,146 for 15 year and \$1,435 for 20 year. Premiums quoted for the new units are proportionate to the corresponding premiums for the old units. Likewise, the amounts of insurance effective from month to month are proportionate to the corresponding amounts under the old schedules.

Issues Family Income Form

The family income agreement of State Life of Indiana may be issued with any form of life, limited payment, or endowment policy (except the double protection policy) issued after Jan. 1, 1948, provided the premium paying period of the policy is not less than the family income period. On the 10 year plan, the extra premiums are payable for 8 years only; on the 15 year plan, for 12 years only; and on the 20 year plan, for 16 years only. Minimum issued is \$25.

SMALLER CITIES

Offer You —
The best opportunities for great service by and substantial income to experienced producers.

Our Direct General Agents Contract is especially designed to meet this challenge.

Attractive Territory Available In

IOWA
ARKANSAS

KENTUCKY
LOUISIANA

MISSOURI
MISSISSIPPI

For further information write to J. DE WITT MILLS, Supt. of Agents.

MUTUAL SAVINGS

MISSOURI'S FIRST WHOLLY MUTUAL LEGAL RESERVE COMPANY

Life Insurance Company

812 Olive Street

Allen May, President

St. Louis 1, Mo.

SECURITY

is a simple matter!

With a Bankers Mutual Life contract, tailored to your measure. An Agent's and Policyholder's Company "where the Agent reigns supreme".

Bankers Mutual Life Co.

ESTABLISHED 1907

FREEPORT, ILLINOIS



Renewal Commission
LOANS

LIFE UNDERWRITERS
CREDIT CORPORATION
Northwestern Bank Building
Minneapolis 2, Minnesota

per month. Annual premiums per \$10 monthly are:

Age	10 Yr. Plan	15 Yr. Plan	20 Yr. Plan	20 Yr. Plan	20 Yr. Plan	20 Yr. Plan	20 Yr. Plan
20	2.72	3.58	4.54	A. Pay.	End. at	End. at	End. at
21	2.78	3.68	4.68	12 21.89	15.41	23.99	44.94
22	2.84	3.79	4.84	13 22.25	15.81	24.51	44.96
23	2.91	3.90	5.02	14 22.61	16.23	25.05	44.98
24	2.98	4.03	5.21	5 19.70	13.23	21.0	44.99
25	3.06	4.17	5.41				81.12
26	3.15	4.31	5.64				73.76
27	3.25	4.48	5.88				
28	3.35	4.65	6.15				
29	3.47	4.85	6.44				
30	3.59	5.05	6.75				
31	3.73	5.28	7.09				
32	3.87	5.53	7.47				
33	4.03	5.80	7.87				
34	4.21	6.09	8.31				
35	4.40	6.41	8.79				
36	4.61	6.82	9.43				
37	4.83	7.25	10.10				
38	5.08	7.72	10.83				
39	5.35	8.22	11.61				
40	5.64	8.77	12.45				
41	6.07	9.41	13.35				
42	6.52	10.10	14.32				
43	7.01	10.83	15.37				
44	7.53	11.63	16.49				
45	8.08	12.48	17.70				
46	8.68	13.46					
47	9.32	14.50					
48	10.00	15.62					
49	10.74	16.83					
50	11.53	18.12					
51	12.49						
52	13.52						
53	14.61						
54	15.78						
55	17.04						

ASSOCIATIONS

Ia. Quarter Million Rally

The Iowa Quarter-Million Dollar Club will hold its fall meeting at Des Moines Nov. 1. Harold Miller of Council Bluffs is chairman. The club will hold a smoker the evening prior to the meeting.

South Carolina—New officers elected: president, L. L. Harley, Life of Georgia; vice-presidents, Harry Wilkins, Pacific Mutual, Spartanburg, R. J. Hunt, Life of Georgia, Lancaster, R. H. Lovvorn, Volunteer State, Columbia, J. Paul Knotts, Capital L. & H., Florence, and Laurence Struss of Charleston; secretary-treasurer, Clyde Sisson, Aetna Life, Columbia; national committeeman, J. Lester Perkins, Mutual Life, Columbia.

Pittsburg, Kan.—Carl Wilson has been named president to succeed R. W. Klehl. Neal Nielsen is vice-president; Howard Davis, secretary, and Mr. Kiehl, national committeeman.

Detroit—The board of directors approved the budget for the year proposed by the finance committee and issued credentials to 23 members who will represent the group at the N.A.L.U. convention at St. Louis.

Lansing, Mich.—The annual outing was held at Glassbrook ranch near Wacousta, with N. E. Glassbrook, Ohio National Life resident vice-president, as host to a group of about 70.

Jackson, Mich.—At the annual picnic, featuring a golf tournament and softball game, the "Ordinaries" won from the "Industrials" in softball. Harry Gardner, Albion, provided after-dinner entertainment, leading group singing with Harvey Reynolds. Charles Pickford, president, announced the coming year's program features and made committee assignments. E. F. Balkema, Detroit, national committeeman, was a guest.

Uniform Plan to Convert Fraternal Is Recommended

DES MOINES—The Iowa department is taking the initiative in attempting to establish uniformity in the transformation of fraternal societies to mutual legal reserve insurance companies. A preliminary survey was made by the department following difficulty in Homesteaders Life of Des Moines in obtaining approval in other states because of statutory provisions and questions raised over the assessment provisions.

W. H. Sherin, deputy Iowa commissioner, sent out letters to 15 states and after making an analysis of the replies received from 12 of the departments is now submitting his suggestions for uniformity to the other insurance departments, asking for their suggestions before submission to the National Assn. of Insurance Commissioners for adoption as a nation-wide program.

Homesteaders Life was changed from an association and fraternal society to a mutual legal reserve company, effective in Iowa on July 1, and has been approved also in seven other states.

The difficulty stems from past departmental practices and insistence on the spelling out of certain circumstances under which an assessment may be made. This was done because of the possibility of requirements by the states calling for revaluation of reserves on a lower interest assumption and the possibility of taxation of premiums when the gross premium rate would be insufficient.

Mr. Sherin said that if such statutory action did place the company in a temporary low solvency condition it was felt the burden should be placed upon those members creating the problem, but at the time it was insisted that the old fraternal members be protected through a system of "fund accounting" so that surplus existing at the time of transformation and future earnings or losses could be properly ascertained before an assessment could be made.

Text of Proposals

Mr. Sherin's suggestions for effecting a uniform plan, based on the information obtained in the preliminary survey are as follows:

Transformation involving societies with only a legal reserve class—Follow existing statutes for the mechanics when there is no alternative, or amend state statutes to conform to an adopted plan. Require complete mutualization with no right to assessment. Recommend no immediate distribution of the excess of assets over policy reserves and other liabilities generally referred to as unassigned funds (surplus), but which in fraternal societies is segregated into various funds, and permit this surplus to be used as the qualification surplus required of mutual legal reserve companies. Require revaluation of all 4% business to American Experience mortality table and 3½% interest within not more than 10 years from date of transformation. Continue to establish contingency reserves for revaluation to a lower interest assumption if investment earnings continue to be low and if old line legal reserve companies are being required to follow the same practice.

Allow the companies to continue to operate hospitals, sanatoriums, etc., if they are in operation at time of transformation, but only if funds accumulated from old certificates are sufficient, and to permit segregation of these funds for this purpose. If these funds should eventually result in free surplus, they should be devoted to revaluation of policy reserves or distributed equitable to the policyholders in the form of dividends. The over-all plan should be examined to determine that the company would have adequate rates on the old certificates to assure success as a

legal reserve mutual company. Require that amended articles of incorporation and by-laws do not contain provisions inconsistent with those required of mutual legal reserve companies. Require submission of transformation plan in advance to all states where currently licensed so that any objections may be cleared up prior to mutualization date to permit almost simultaneous relicensing in all states so no undue loss results to either old or new policyholders.

Transformation involving societies with combination of old assessment class and legal reserve class—Follow above proposal except that a preliminary step be taken to revalue the old assessment class to place it on a legal reserve basis at least equal to the oldest legal reserve class remaining on the books so that equity can be obtained between the various classes.

Commissioners to Cover FTC Mail Order Study

(CONTINUED FROM PAGE 1)

their letters to the secretary who can assemble and analyze the information and incorporate it in summary form in a memorandum for distribution to commissioners. The Chicago meeting should be of assistance in another respect, he states. If and when any officers or members of N.A.I.C. are called upon to appear before FTC in connection with this problem, they will have the benefit of the discussions at this meeting and have all factual information obtained by the secretary, and will be in a position to present the collective views of the membership, or at least of those members who care to express themselves upon the problem and have their views transmitted through N.A.I.C.

The Thomerson letter, it is understood, alludes to the fact that the recently organized Assn. of Insurance Advertisers, which consists of a number of mail order insurers, principally in the A.&H. field, has applied for a conference on trade practice matters with FTC. Also that the post office department is willing to cooperate in any undertaking of this kind.

Before acting on such an application, FTC desires to investigate various aspects of the situation.

Mr. Thomerson, it is reported, said that in order to be prepared to advise FTC intelligently on the idea of holding trade practice conference proceedings, he feels it would be well to get the views and data that are in the possession of the state insurance departments. Hence he asked the individual commissioners to send to him any information they possess as to practices of mail order insurers that they regard as illegal or objectionable. He asked for such information not only regarding companies that operate exclusively by mail but also as to those that use agents to follow up leads received from advertising.

Estimate Is Asked

He asked commissioners to let him know what matters they think should be considered in a trade practice conference and he also asked each commissioner to give him an estimate of the number of companies unlicensed in his state that seek business therein by mail or by advertising. He would like to know to what extent, if any, such operations violate the laws or regulations of the particular state, but that cannot be reached by the state. He asked for information not only on violations but on practices that are objectionable. He also wants to get from each commissioner a statement as to the number of companies domiciled in a state that operate by mail or through advertisement. He also asked for any advertising material that is in the possession of the commissioners that they regard as objectionable.

Mr. Thomerson, it is understood, assured the commissioners that whatever information they provide him will be held confidential and will not be

Great National's New Plans

Great National of Dallas has brought out six plans of insurance with full benefit at age 1. Policies written at age under six months provide a death benefit of \$250 the first policy year per \$1,000 of ultimate amount. Annual premiums are:

Age	20	20	20	20	20	20	20
	at	at	at	at	at	at	at
0	18.79	12.49	20.12	45.80	54.83	51.17	
1	18.95	12.54	20.15	45.82	54.84	51.17	
2	18.99	12.63	20.19	45.36	53.08	58.35	
3	19.16	12.80	20.40	45.20	52.70	62.91	
4	19.41	13.00	20.68	45.08	52.84	67.59	
5	19.70	13.23	21.00	44.99	51.12	73.76	
6	20.01	13.48	21.35	44.91	49.85	81.05	
7	20.31	13.75	21.72	44.84	100.50	89.79	
8	20.62	14.04	22.12	44.86			
9	20.90	14.35	22.54	44.88			
10	21.22	14.68	23.00	44.90			
11	21.56	15.04	23.48	44.92			

When Horace Greeley said—

"GO WEST YOUNG MAN . . ."

His famous words could well apply to the golden opportunity now existent in the Tacoma-Olympia District

If you are a producer who can meet our high standards

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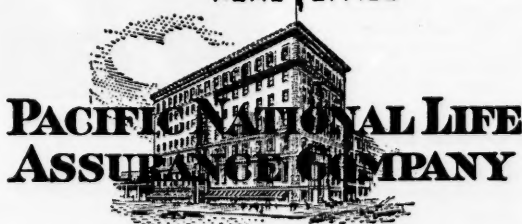
Actively operating in 10 Western states:

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Salt Lake City 1, Utah

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LIMITLESS OPPORTUNITY

An Agency conscious company, with a rate book full of complete coverage including non-medical juvenile contracts from birth, provides a most satisfactory working agreement for available field men. Once a Scranton man always one—Ask any Scranton Life Field Man Why.

GENERAL AGENCY TERRITORY AVAILABLE IN PENNSYLVANIA AND MARYLAND.

SCRANTON LIFE INSURANCE CO.

SCRANTON, PA.

ROBERT MERRIMAN, President

publicized in any way. He states he realizes that this request constitutes quite a burden, but he said that the need for the data is urgent and he asks that the commissioners give attention to the request and reply at the earliest possible time.

INTERESTED IN MAIL ANGLE

WASHINGTON—Mail order insurance activities represent the "only insurance angle" in which FTC has "any interest, at present," a commission spokesman said.

It was learned the Chicago conference will be attended by a FTC commissioner, undesignated; Henry Miller, chief of the commissions' trade practice conference division; Edward Thomson, assistant general counsel, and/or William J. Thomas, commission attorney specializing on insurance matters.

Speakers Are Listed for Three NALU Groups

(CONTINUED FROM PAGE 1)

North, New York Life, Chicago, and W. Thomas Craig, Aetna Life, Cincinnati.

The meeting of the committee of general agents and managers of the National association will meet in the Jefferson Hotel, Sept. 14. All agency heads attending the convention are invited to attend.

WOMEN'S Q.M.D.R.T.

The annual reception and dinner of the Women's Quarter Million Dollar Round Table of the National Association of Life Underwriters will be held in Jefferson hotel, Sept. 15. Elma Easley, California-Western States Life, Portland, Ore., is chairman. The event will take place following the annual business meeting of the group that afternoon.

Elsie Doyle, Union Central Life, Cincinnati, program chairman for the round table, has released the program which will follow the dinner and which will be built around the theme, "How to Win and Hold a Client." Five successful women producers will participate in the program and handle specific topics. The complete schedule of speakers includes Edna A. Webb, Equitable Life of Iowa, St. Louis, who will discuss "Prospecting"; Hermine R. Kuhn, Manhattan Life, New York City, whose topic is "The Approach"; Irene P. Monfort, Union Central, Cincinnati, who will talk on "Presenting the Case"; Rae C. Levy, John Hancock, Dallas, who

will handle the subject of "Closing," and Lillian L. Joseph, Home Life of New York, New York City, who will speak on "Servicing."

Helen Ann Pendergast, Mutual Life, Baton Rouge, chairman of the round table's research committee, has prepared an analysis on "One Hundred Successful Women Underwriters," which she will release at the session. The information contained in this study has been gathered from the entire membership of the round table and will analyze the characteristics and experiences of successful women agents.

Mrs. Easley stated that the 1948 Q.M.R.D.T. will be the largest in its history and that advance reservations exceed all previous meetings.

WOMEN'S SESSION

Three outstanding women agents will be featured on the program of the women underwriters session Sept. 16. Eunice C. Bush, Mutual Life, Baton Rouge, is chairman of the N.A.L.U. committee on women underwriters. The program will be presented following a luncheon for women agents at the Jefferson hotel.

Hildreth E. Butterfield, Mutual Life, is chairman of the St. Louis women underwriters' committee. Marie Krag, Equitable Society, St. Louis, will introduce the special guests and Elsie M. Matthews, Manhattan Life, Montclair, N. J., will pronounce the invocation.

The three speakers are Mary Hostetter, Massachusetts Mutual, Indianapolis, who will discuss, "Selling Dollars for Future Security"; Norma Wasson, Phoenix Mutual, Kansas City, the title of whose address will be, "Thanks, Dame Fortune," and Mary C. McKeon, Prudential, Arlington, N. J., who will speak on "The Little Things in Life."

No Decision on Property Use

New York Life has made no decision as to what use it will put its property between 65th and 66th street, bounded by Second and Third avenues in New York City before erecting an apartment house there. It was erroneously reported by the New York "Times" that the company planned to use the location for a parking lot, but this report still lacks official confirmation. The "Times" reported that New York Life is planning to erect a \$90 million apartment house some time in the future. The correct figure is \$9 million. The same article lists the assessed valuation of the property at \$951,500, but the true current assessed value is \$1,625,000.

Seek Union Mutual Centennial Title

This bevy of pretty home office employees is composed of candidates for "100th Anniversary Girl" during the centennial celebration of Union Mutual Life. The native costumes and the sign post dramatize the Maine penchant for naming towns after foreign countries.



N. Y. Dep't Eases Expense Voucher Requirement

NEW YORK—The New York department, in a circular letter to life companies authorized in the state from deputy superintendent Raymond Harris, has modified to a minor extent its rule on limitation of expense with respect to general agents. Because of the difficulty of securing vouchers from ultimate payees to cover such expenditures as taxicab fares, luncheons, etc., the department now will permit the acceptance of vouchers from general agents themselves—and from general agents only—up to \$2 per \$1,000 of new insurance.

The New York law limits first year commissions to 55%. Companies are permitted to reimburse general agents for actual expenses. But under a 1924 ruling these expenses have had to be supported by vouchers from final payees. Any expenses not so supported have been considered compensation for obtaining new business and charged against the 55% limit. The present ruling is to some extent a liberalization of the 1924 requirement. However, in a covering letter, Superintendent Dineen emphasized that the present modification of the rule should not be interpreted as permitting evasion of the expense limitation statute.

Need Vouchers for Most Expenses

Companies will continue to be required to support the most expenses by acceptable vouchers, much as receipts from ultimate payees, including clerical salaries, rent, postage, stationary, telephone, telegraph, advertising, travel expenses, and related items.

Expenses on new business from local agencies or brokerage offices that do a general insurance business, must be limited to those supported by vouchers from ultimate payees.

Modification of the rule was preceded by conferences with the various companies doing business in the state.

Dr. Fraine Leaves Joint Investment Committee

Dr. Harold G. Fraine, assistant director of research for the joint committee on investment research of the Life Insurance Assn. of America and the

E. C. Green Heads George Washington

Emry C. Green has been elected president of George Washington Life, succeeding Lee W. James, who is retiring. Mr. James will be 71 next month. Mr. Green started in life insurance



E. C. GREEN

with Jefferson Standard Life in 1922 as secretary and assistant manager of the mortgage loan department. In 1933 he became executive vice-president of Pilot Life and in 1934 president, serving until 1946. In July, 1947, he became head of a new company, Fidelity National Life of Greensboro, N. C.

George Washington Life will enter on an aggressive expansion program in states where it is now admitted and it plans to enter adjoining states.

David W. Dunbar will continue as executive vice-president and all other present officers and employees will remain with the company.

American Life Convention, is leaving in September to become professor of commerce at University of Wisconsin. He will teach finance and investment.

He went to the joint committee in 1947 and earlier was supervisor of the research section of the securities and exchange commission



One of America's
Leading Fraternal
Life Insurance
Societies

AID ASSOCIATION for LUTHERANS
APPLETON, WISCONSIN

Inflationary Role Denied by Bankers

(CONTINUED FROM PAGE 1)

dous cost to the same people in higher prices and the rising cost of living.

He urged the creation of a monetary commission, which he has advocated before, to help solve the problem on a reasonable and equitable basis. It is only recently that bankers have joined in this recommendation. He emphasized the need of stopping the five-to-one increase that results from the present method of support of the bond market and of buying gold.

"TIMES" COMMENTS

The New York "Times" Tuesday featured a statement of Mr. Parkinson's views. In the adjoining column was a review of the attitude of banks. Mr. Parkinson commented that "We in the insurance business have certainly not meant to be critical of our banking friends and there is no sense in the suggestion that there is a dispute with respect to inflation of the currency by the life companies and the banks. On the contrary, we are all interested in the soundness of that which banks deal in, money, and that which the life insurance companies contract to pay in, money."

Several bankers interviewed by the "Times" stated that life companies that sell government securities in order to make credit freely available to industry and individual business intensify the inflationary spiral. This policy takes advantage of the federal reserve system's program of supporting the market for government bonds, "a program that apparently is essential under current conditions." In every month for 18 months insurance companies have made corporate loans in excess of the increase in their admitted assets, which means they have drawn down cash or sold governments. Under the market support program it is possible to take a profit on the sale of bonds, at the same time placing the proceeds into an industrial loan at a higher yield, the bankers assert. The bankers point out that if the pegs at which the market is supported were lowered abruptly, a flood of sales might result with consequent unsettlement. This would restrain the life companies from selling their bonds since to do so would involve a loss on securities, but advocacy of total elimination of support is an irresponsible position, they contend. Spending for long term capital purposes, which results from the investment operation of life companies, the bankers say, is especially inflationary since it does not produce goods that consumers can buy.

TAKE CALM VIEW

Most life company executives and investment men were interested but not unduly excited by the Aug. 17 editorial of "The American Banker," but they say there is no fundamental disagreement between bankers and life people as to the seriousness of the problem of inflation. There are, of course, differences on how to handle the public debt and take care of post-war business financing in order to meet the inflationary problem.

Both the life companies and the banks have been studying the matter for a long time. For example, the committee on public debt policy, composed of prominent bankers and life insurance people, and operating with funds granted by the Falk Foundation of Pittsburgh, has been studying the national debt and its effect on interest rates, banks, savings, life insurance, etc., for two years and publishing monographs on its conclusions.

If the present discussion results in more attention being given the problem by business, industry and the public, it will be a good thing, life men believe, and it may be a good thing for life in-

surance to participate in the discussion, because they are very much involved in inflation, the effect on purchasing power, the trend toward debt financing of corporate expansion, etc. However, life company officials would dislike to see a real breach in the good feeling that has existed between insurance and banking.

They question whether the present investment practices of life companies—which are substantially those of banks—will result in federal control of their investment activities, either now or after what is expected to be an administrative change in Washington this fall.

Institute Issues Figures

The Institute of Life Insurance this week issued figures showing that company holdings of government securities declined from \$21,014 millions on June 30, 1947, to \$18,658 millions June 30, 1948. In the same period the companies' holdings of government and foreign securities declined 10%, while holdings of corporate securities increased 28%, to \$17,759 million. The companies purchased governments during the war because of their investment value and in support of the government. However, no one could expect the companies indefinitely to maintain the same high proportion of investment in governments as during the war, because of their lower yield as compared with corporates.

A treasury bulletin of August, 1948, shows estimated ownership of federal securities by commercial banks as \$70.7 billion in May, 1947, and \$65.8 billion in May, 1948.

Investment men point out that banks are selling governments, too; they are doing what the "American Banker" editorial criticizes the insurers for doing. There might be a solution in an agreement between banks, companies and the government, as there is in Canada, as to amounts of governments to be sold. But this is not likely in the U. S. where "agreements" would run afoul of the anti-trust laws.

Some company officials believe that the problem is working itself out satisfactorily. They point out that the federal reserve system decreased its holdings of government securities in the past year. As of Aug. 20, 1947, the system held \$22,097 million in governments; on Aug. 18, 1948, the figure was \$21,551 million.

EQUITABLE FOLDER

The Equitable folder that so aroused the bankers' ire states that "you can do something about it." If policyholders write in to ask what it is that they can do about it, Equitable will send them a letter suggesting that they get in touch with their Congressmen and urge the adoption of a policy that will reverse this dangerous upward movement in the supply of money.

"The cost of life insurance and its value depend on the quantity of money and its effect on prices," the folder states. "Federal reserve support of government bond prices inflates our money supply. . . . The effects of this policy to you are: Low interest rates which increase your dividends and increase the cost of your insurance, and high prices which increase the cost of administering your society and decrease the purchasing value of the dollar paid to beneficiaries. You can do something about it."

Trend To Inflation

The second page states that "big government debt plus federal reserve support of bond market equals inflation of currency and high prices. Our debt, total \$250 billions, divided according to type and holders, consists of: 1. Savings bonds (E. F. and G. etc.), \$60 billions; 2. Help by government funds (social

security, etc.), \$35 billions; 3. Holdings by federal reserve banks, \$20 billions; 4. Short terms due within five years, \$45 billion; 5. Held by insurance companies, \$20 billions; 6. Long terms held by savings banks, \$10 billions; 7. Long terms held by individuals, corporations, state and local funds, \$30 billions, and 8. Long terms held by commercial banks, \$30 billions.

"Some of these bonds do not have support or do not need it. Holders of some of those in classes 7 and 8 benefit from support, but everybody suffers from the high prices which result from the increased money supply which 'support' producers. 'Support' results from the federal reserve policy of paying a 'pegged price'—still above par—for any government bond—except of course the savings bonds—offered for sale.

Prices Are Up

"Our debt is down, our money supply up—prices and cost of living are—? . . . Well, look!"

The folder points out that in January, 1948, the total debt was \$256 billions, down \$22 billions from January, 1946; the marketable debt decreased \$33 billions, to \$165 billions on January, 1948, from January, 1946; the money supply grew from \$152 billions to \$172 billions in the same period, the price index went to \$165, up 58 points, and the cost of living to \$168, up 39 points in that period.

The booklet points out that we have a larger money supply now when the government debt has been reduced because of the support of government bonds. It states that more money means higher prices and that the real beneficiary of support of government bond prices is the treasury. The increased money supply which results from support maintains low interest rates, but it also increases prices in the cost of living. The peoples' Treasury saves a little and the people lose a lot. One per-

cent less interest on Equitable Society assets costs Equitable policyholders more than \$45 million a year, which is more than the company's dividends in 1948 on all ordinary life policies.

As might have been expected, the financial writers of newspapers have taken up the subject and are presenting their views on the subject. For example, H. Eugene Dickhuth writes in the New York "Herald Tribune":

"The irony of the changing investment picture is that while the traditional lenders are strictly controlled in their activities on the federal and state levels, insurance company supervision so far has not been geared to these new conditions.

"Most of them are mutual companies, where the vast majority of policyholders have hardly any voice in the affairs of the business, hence the insurance companies have become quite vulnerable to the charge that they have little else but their conscience and that of insurance examiners to guide their policies, and therefore that they are relatively unresponsive to the outside influences.

Underbid for Issues

"This is not to say that they have not discharged their responsibilities to the country as billion dollar lenders creditably. However, they have often complained about fiscal policies and low interest rates and at the same time they have frequently underbid other lenders on rates. The entirely different taxation to which insurance companies are subject against that of other lending agencies undoubtedly had something to do with the cheapness with which they were able to offer their marginal supply of funds.

"Some of these activities have undoubtedly been inflationary, particularly the selling of government securities to the central banks and investment of the proceeds in business. However, this practice has been followed by other

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IN EVERY
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WHEN YOU'RE WITH THE
MODERN WOODMEN FIELD FORCE



More than 8000 local camp secretaries, who collect payments from members, are valuable aids for agents in the acquisition and conservation of business. Friendly and well-known in his community, the camp secretary is a "natural" as a center of influence.



Many profitable leads also come from the more than 420,000 adult and junior members, affiliated with camps throughout the nation. Local camp activities publicize and advertise the Society to non-members. These "door-openers," plus a modern agents' training program, help establish the Modern Woodmen field man in an interesting and well-paying profession.

MODERN WOODMEN
OF America

ROCK ISLAND ILLINOIS

lenders, too, in the absence of an agreement such as is in existence in Canada where government portfolios have not been liquidated to any such extent as here.

"In view of these changed conditions and of the emergence of life insurance companies as bankers on a large scale, it would seem to be highly desirable that all related problems should come under thorough study by the Congress, by the life insurance business itself, by banking, both commercial and investment, and by independent analysts so that ways and means be found to bring the investment markets back to some equilibrium before a breakdown appears in one segment which would then call for hasty and ill-considered remedial legislation."

Mr. Dickhuth points out that this is not the fault of the life insurance business alone; that the life companies have

tremendous amounts to invest with the upsurge in life company sales since the war; and the high individual taxation by the state and federal governments.

NADLER'S APPRAISAL

In the current issue of the "Journal" of the American Society of C.L.U. Dr. Marcus Nadler, professor of banking and finance at New York University, says that as long as the Treasury has a surplus and uses it to redeem obligations held primarily by the federal reserve banks it is in a position to pursue its present policy of supporting government bonds and at the same time reduce the credit base of the country.

However, Dr. Nadler points out that once the Treasury surplus disappears and particularly if it is converted into a deficit, "the monetary authorities will be confronted with a very difficult task." He says that if they maintain their present policy as to government bonds, then the initiative in the creation of reserve balances will belong to the member banks and the federal reserve banks will not be in a position to counteract the increase through the redemption of government securities held by the federal reserve banks.

In such a case it would be up to Congress to act, according to Dr. Nadler, for "it cannot be stressed too strongly that it would be highly undesirable for the economy of the country as a whole for the Congress to permit the budget of the United States to operate again with a deficit in peacetime."

Asks Life Men to Emphasize A. & H.

(CONTINUED FROM PAGE 3)

make its well considered recommendations to the members of the respective associations. As newly appointed chairman of the public relations committee of N.A.L.U. Mr. Hedges has already made such a suggestion on a tentative basis to N.A.L.U. leaders.

5. Finally, medical societies, general insurance men and perhaps the legal fraternity should be brought into the picture.

JOINT LEADERSHIP

"Surely we should recognize the importance and the necessity of bringing all the leadership of all phases of private competitive 'human life value insurance' into a common cause," said Mr. Hedges. "It is high time we use all possible means to offer constructive arguments against those who would destroy the very foundations of the institutions which we represent. Too long have we been working independently. Because a particular measure did not happen to appear dangerous on the face of it to one specialized field, we have given no aid to those to whom its dangers are more immediate. Let's recognize now that all branches of private enterprise on which the American way of life is founded are interdependent."

Withdrew From Field

Mr. Hedges said that the life companies, instead of correcting the technical underwriting errors that resulted in financial losses on disability business, either withdrew from the disability field entirely or made it so unattractive as to rates and benefits that the result was essentially the same. Hence, in recent years the entire responsibility for furnishing disability protection to the public was dropped upon the casualty companies and the relatively small number of life companies remaining in the field. The casualty companies, for the most part, did not maintain distribution agencies designed for the personal, intimate salesmanship required to market either protection against loss of life or loss of earning capacity. Most of the casualty companies and some life companies still in the field sold only accident insurance, or if health insurance was included, it was on such a highly selective basis that it was not available to many people.

Trick Policies Less Common

To complicate matters even further the market was soon flooded with highly restricted or limited policies sold for a few cents a day and covering only specific types of accidents or disease. Fortunately both casualty companies and life companies in this field began to measure up to their responsibilities, did extensive research work, brought in competent underwriters and actuaries, while trick policies became less common and insurance departments gave more attention to this type of insurance. Of equally great importance was the development of a better understanding of the true function of A. & H. and the opportunities offered by its sale on the part of competent agents, including life insurance men.

Coverage Inadequate

Mr. Hedges warned that the chief basis for the argument of "cure-all" advocates of government insurance is the failure of private insurance companies to do their job. Those in the business must admit despite impressive figures as to ownership of life and A. & H., the amount of life insurance owned by the family man in the middle and lower income brackets is woefully inadequate and the amount and form of A. & H., including hospitalization and medical care insurance is even less adequate, he emphasized.

Yates Marks 25 Years with Mass. Mutual Life

John W. Yates, general agent for Massachusetts Mutual Life at Los Angeles, was honored

guest at a breakfast last week tendered him by his agency associates on the occasion of his 25th year with the company. He received the company's 25-year pin and gifts from his associates and congratulatory letters and telegrams from company officials.



John W. Yates

Mr. Yates started in the life business at Seattle, in 1920, and was appointed general agent for Massachusetts Mutual at Detroit in 1923, where he remained until 1933 when he was named general agent in Los Angeles, and two years later was assigned the entire state of California.

His agency, ranking first among all the agencies of the company has more than \$250 million insurance in force. In 1947 the 42 full time men in the agency produced \$22,500,000 of new business.

The Yates agency has produced a "millionaire" underwriter every year since Mr. Yates took over, and there are nine current "millionaires."

The agency has had one of its members named as general agent since Mr. Yates' incumbency.

Mr. Yates has served three terms as trustee of the National association and a term as secretary. He has served on several committees of the California association, and is now chairman of the Massachusetts Mutual General Agents' Assn. He is a past president of the Detroit Life Underwriters Assn., the Detroit Managers Assn. and the Life Insurance Managers Assn., Inc.

Mr. Yates was presented the Lindbergh Medal, by the citizens of St. Louis in 1939 for "having made as great a contribution to life insurance as Lindbergh has to aviation." This medal is presented to but one person in any profession.

United L. & A. Holds Rally at White Sulphur

The White Mountain Club of United Life & Accident of Concord, N. H., held its convention at White Sulphur Springs this week. George A. Neilson of Boston is honorary president, and Denilo Tocci of Worcester, Mass., is president for this year. Sixty-one agents have qualified and the average size policy written by all qualifiers was \$6,568. Average production per member was close to \$200,000.

Attending the convention from the home office are John V. Hanna, president; F. Edward Rushlow, manager claim department; Warren E. Cutting, assistant secretary; Dr. Philip M. L. Frosberg, assistant medical director; Kenneth L. Fredine, comptroller; William D. Haller, vice-president and agency manager.

The annual reception and banquet was held Tuesday evening, while on Wednesday movies of the 1947 convention trip were shown.

Increases Capital to \$250,000

All American Assurance of Louisiana has increased its capital stock to \$250,000. The company started business in 1945 with capital of \$100,000 and last December it was increased to \$230,000. Insurance in force July 31 totaled \$26,446,310.

C. C. Robinson, who on Sept. 1, becomes vice-president and manager of agencies of Columbian National Life, has returned to New York City after an automobile trip that included Louisville and Chicago. Mrs. Robinson accompanied him.

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Carl A. Tiffany

Harry S. Tressel & Associates
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and Actuaries
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Telephone Franklin 4020

Harry S. Tressel, M.A.I.A.
M. Wolfman, F.A.I.A. Wm. H. Gillette, C.P.A.
N. A. Moscovitch, A.A.I.A. W. P. Kelly
W. M. Barkhoff, C.P.A. Robert Murray

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CONSULTING ACTUARY
Associate
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THE BOURSE PHILADELPHIA

Cities Ranked by Home Premiums

(CONTINUED FROM PAGE 2)

NASHVILLE—21—15

Stock Fire	172,326
Accident & Health.....	16,219,125
Life	68,929,322

Total 85,693,778

BLOOMINGTON, ILL.—22

Stock Fire	2,704,037
Mutual Fire	58,889
Stock Casualty	365,973
Mutual Casualty	72,851,224
Reciprocal	1,727,240
Life	6,932,420

Total 84,639,783

INDIANAPOLIS—23—23

Stock Fire	1,501,019
Mutual Fire	14,362,869
Stock Casualty	15,023,482
Mutual Casualty	5,940,511
Reciprocal	9,334,480
Accident & Health.....	2,144,721
Hospitalization	5,444,038
Life	27,432,813
Fraternal	373,005
Fraternal	1,111,483

Total 82,295,416

PROVIDENCE, R. I.—24—24

Stock Fire	29,909,971
Mutual Fire	41,198,485
Mutual Casualty	4,874,408
Hospitalization	3,717,123
Life	249,806

Total 79,949,793

PITTSBURGH—25—20

Stock Fire	24,966,939
Stock Casualty	223,448
Mutual Casualty	54,071
Accident & Health	1,647,864
Hospitalization	8,830,112
Life	35,114,772
Fraternal	6,885,762

Total 77,722,968

Wagner Named by Penn Mut

Aaron P. Wagner has been appointed resident manager at Erie, Pa., for Penn Mutual Life.

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W. Yates

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ANICO AIDS TO SUCCESS

SALARY SAVINGS

ANICO opens up the special markets, such as Salary Savings, to its Representatives with outstanding and effective aids just as ANICO makes the PACKAGE plans and PLANNED PROTECTION programming easier and more profitable with streamlined sales material.

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American National
INSURANCE COMPANY

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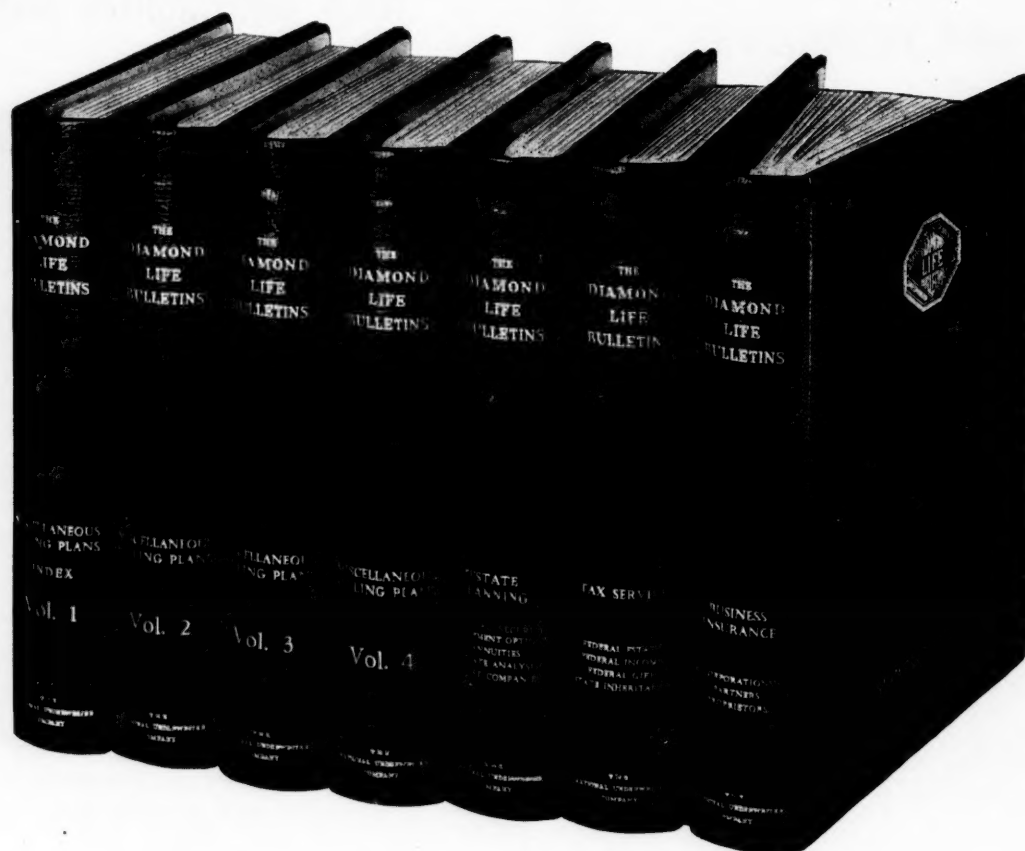


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